

The ROI of Usability: Government Style

How to Demonstrate the Value of
User-Centered Design Within Your Agency

April 28, 2009

Mary M. Michaels
Project Director, Human Factors International
mary.michaels@humanfactors.com
609-818-1098

Carmen Marco
FAA Web Manager, Office of Communications
carmen.marco@faa.gov
202-267-8859

ROI Government Style

Web Manager University – April 28, 2009



**Federal Aviation
Administration**



How Can User-Centered Design Be Defined?



ISO definition for User-Centered Design:

- The active involvement of users and a clear understanding of user and task requirements
- An appropriate allocation of function between users and technology
- The iteration of design solutions
- Multi-disciplinary design

Usability Is a Part of User-Centered Design

Usability Testing:

The *evaluation* of existing design with specific criteria.

- Is the design usable?
- Does the design match the way users think and work?
- Is the design effective, efficient, & satisfactory for users?
- Can users complete their tasks?

What Is a Usability Test?

- The process of having users experience your site
- Performance-based evaluation of key, critical tasks
- An ongoing process—not a one-shot evaluation
- A key component of the User-Centered Design Methodology

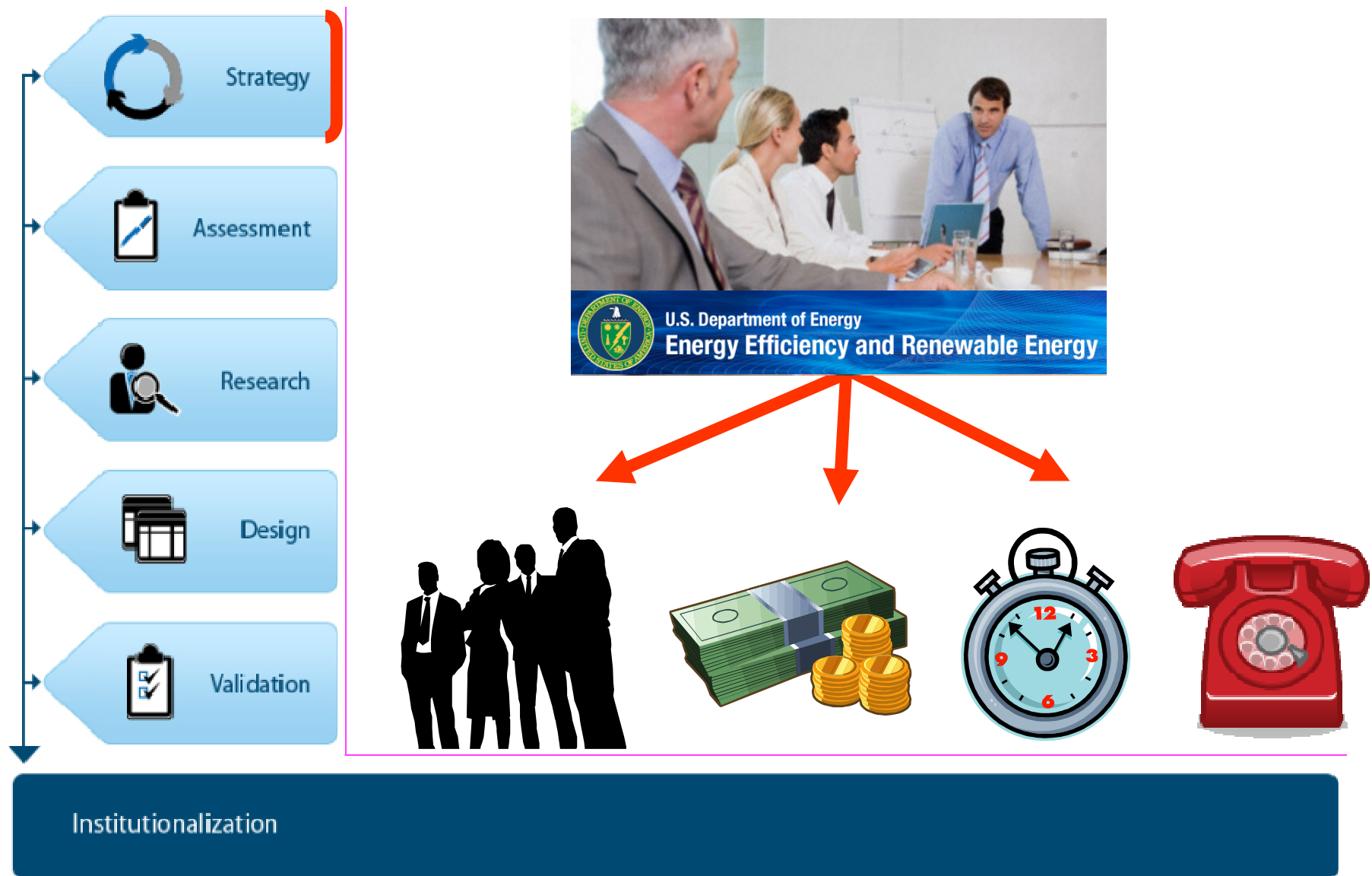


What Is a Remote Moderated Usability Test?

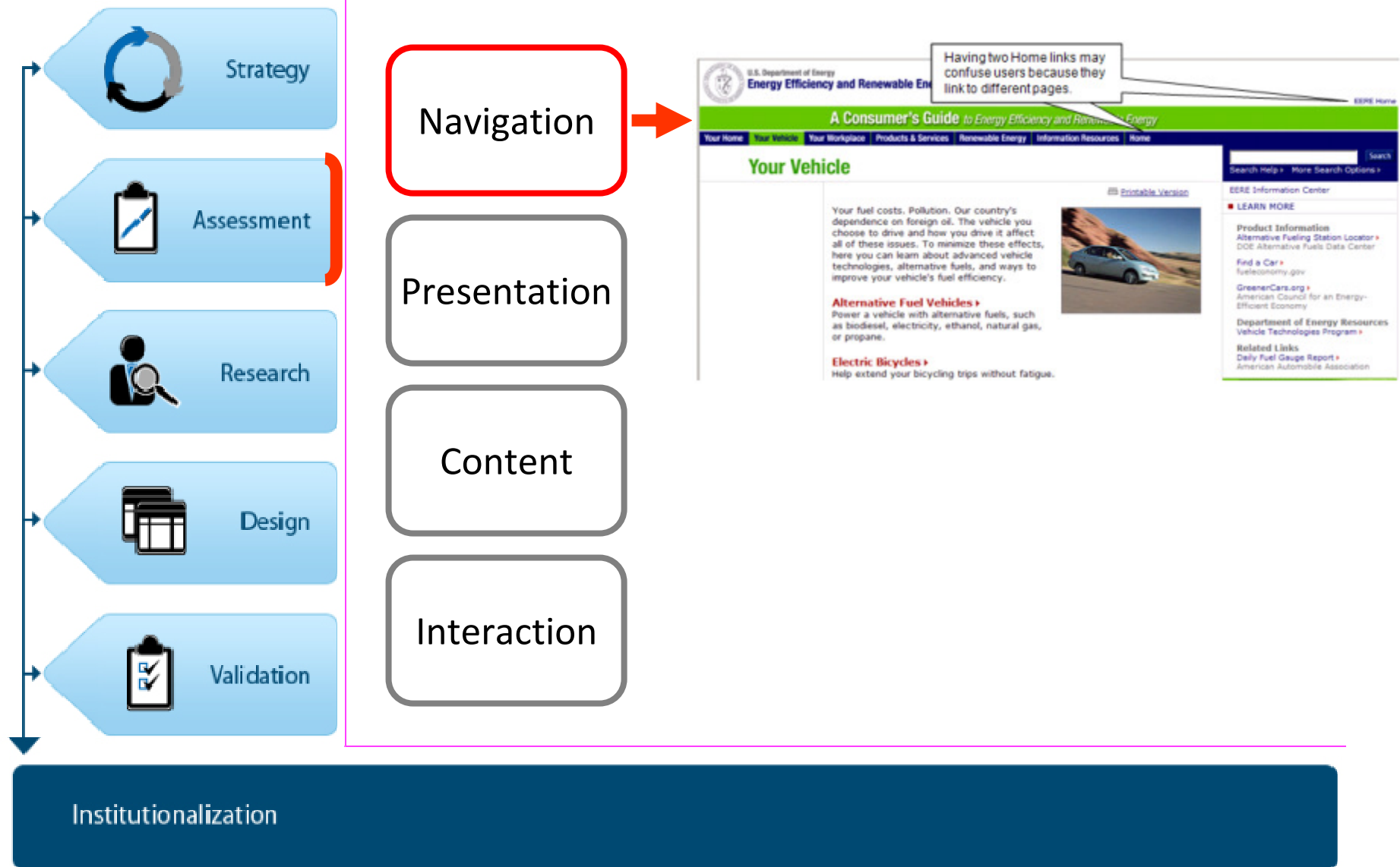
- Moderator and participant view the same screen from different locations
- Communicate via telephone or through the desktop sharing tool itself
- Method enables access to widely dispersed locations and participants
- Cost effective way to evaluate users in realistic environment



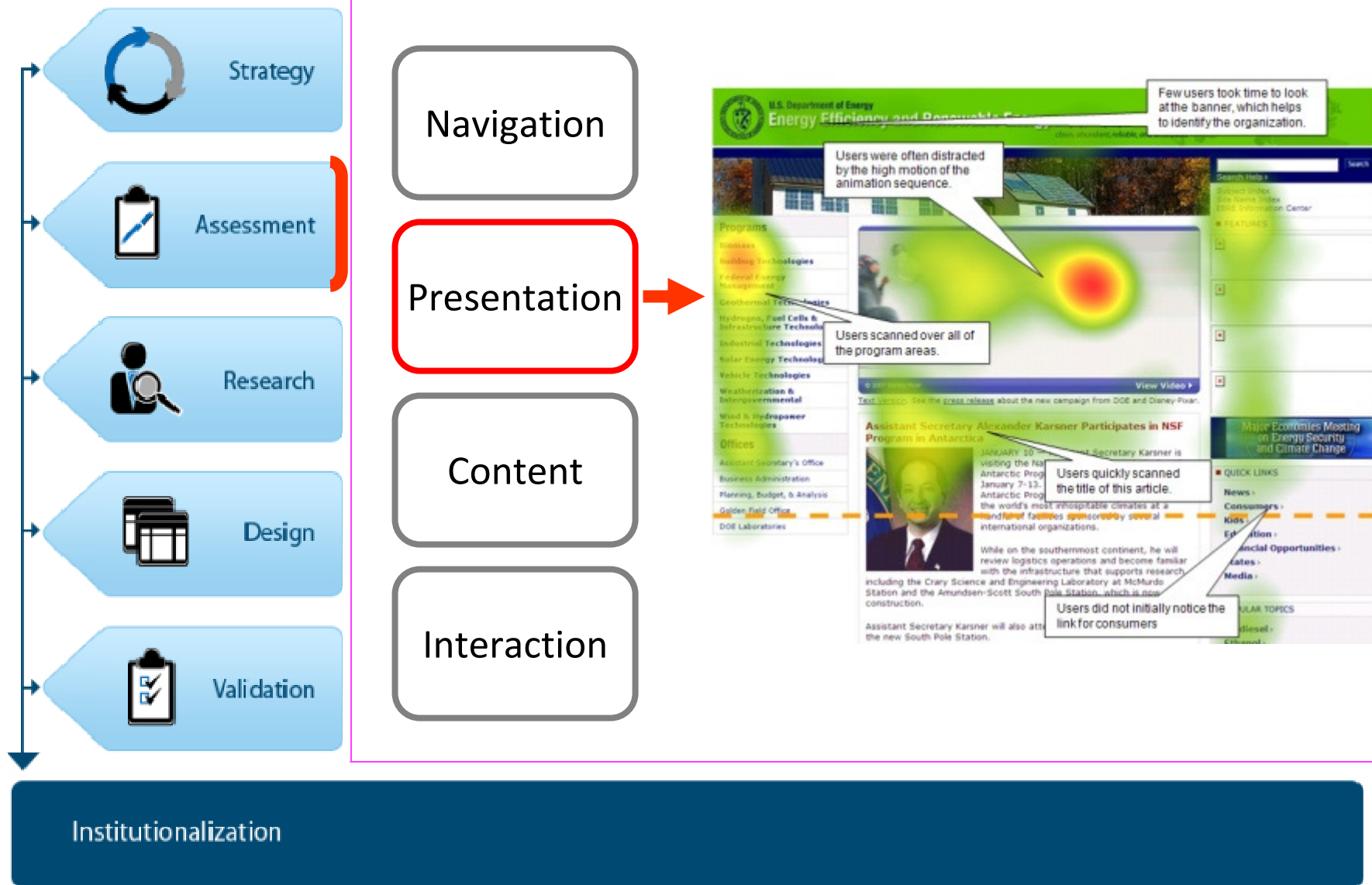
User-Centered Design Methodology



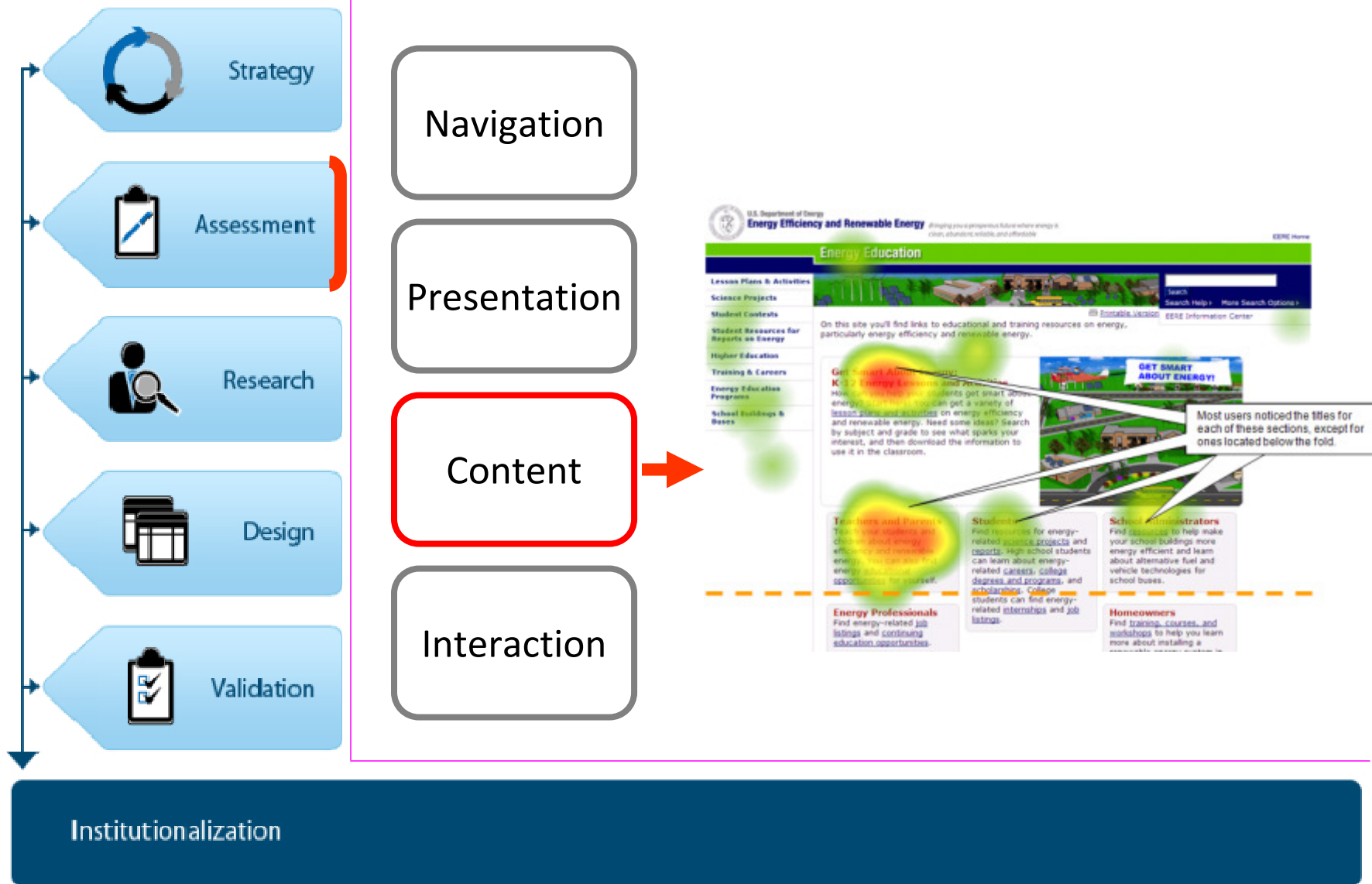
User-Centered Design Methodology



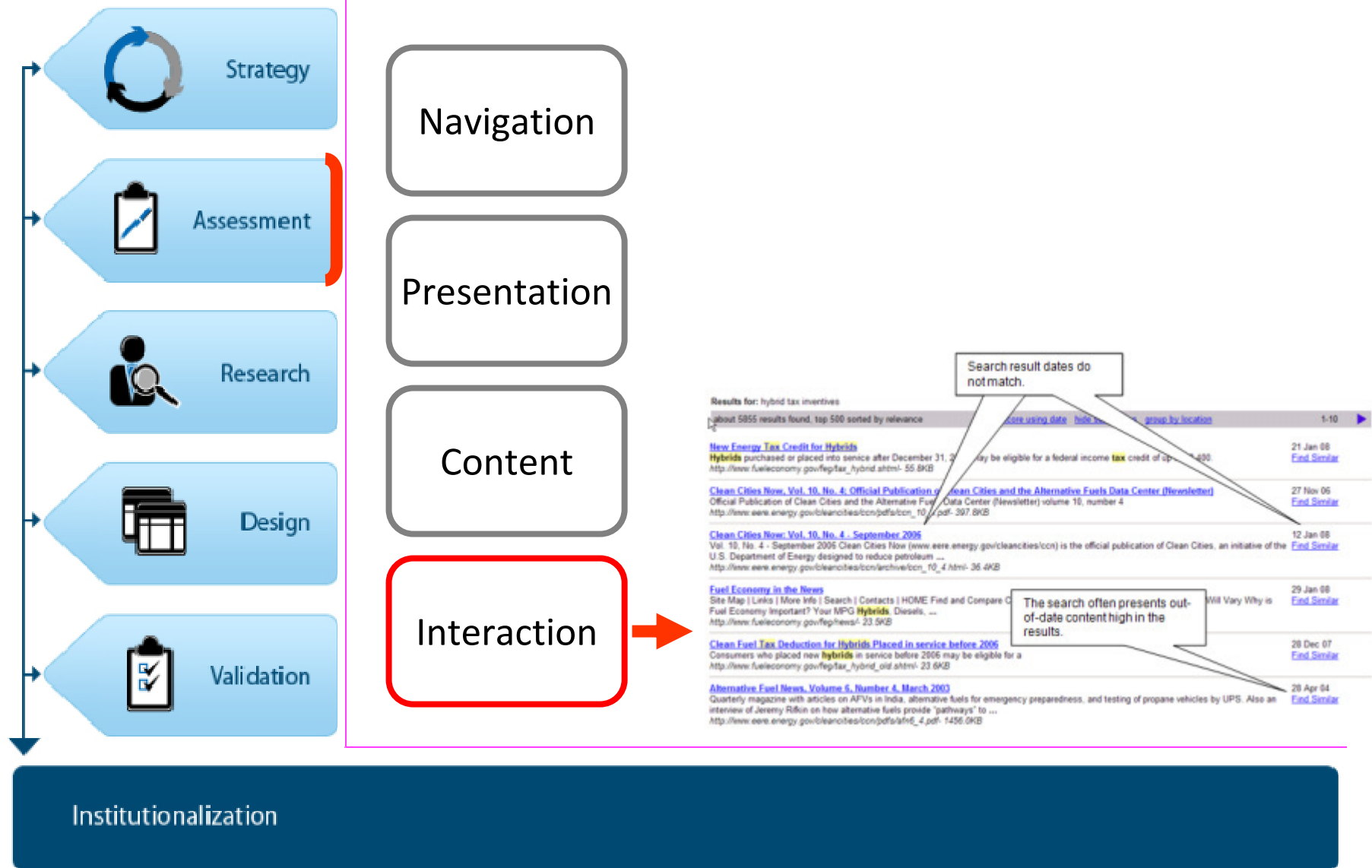
User-Centered Design Methodology



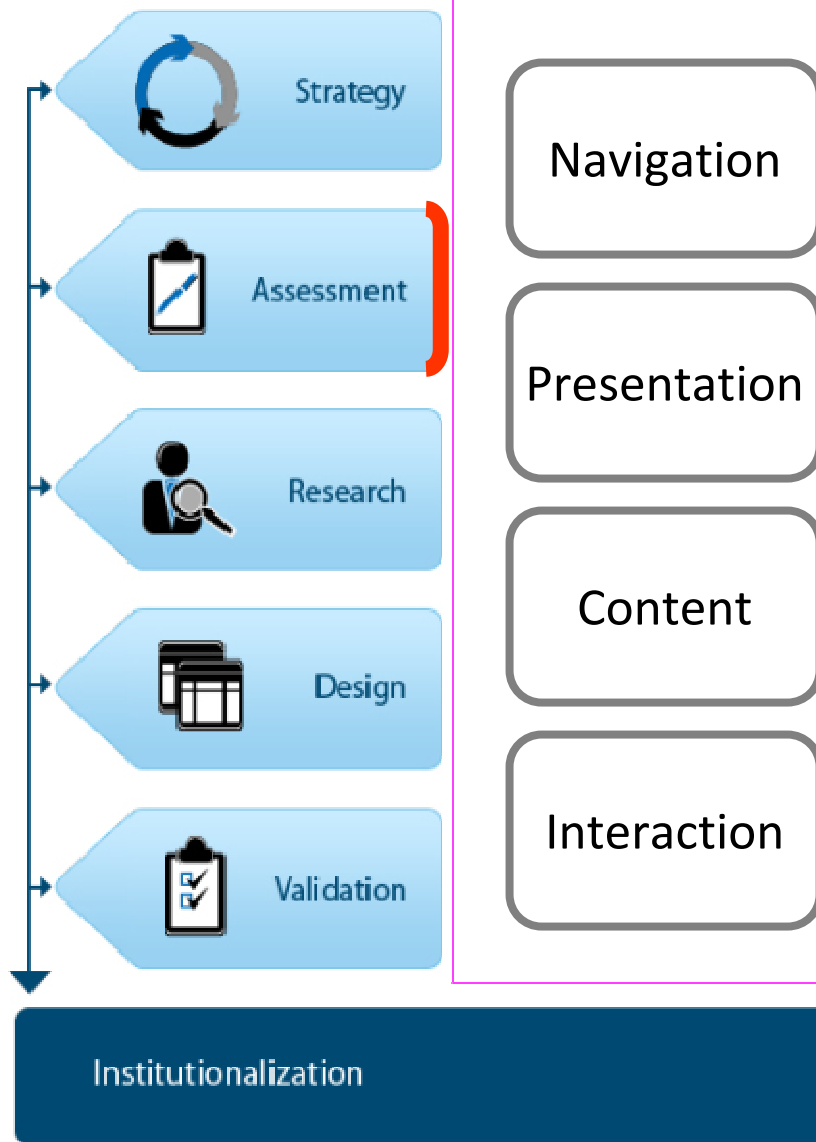
User-Centered Design Methodology



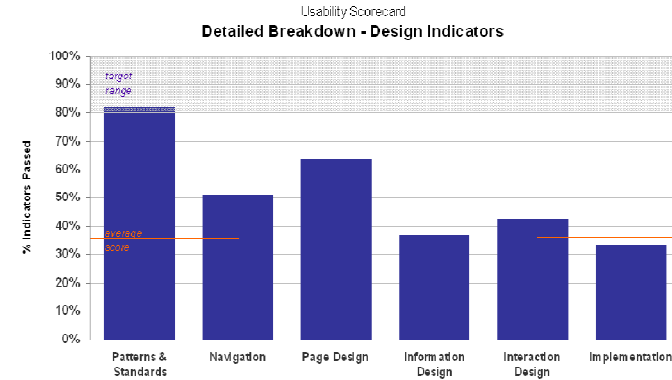
User-Centered Design Methodology



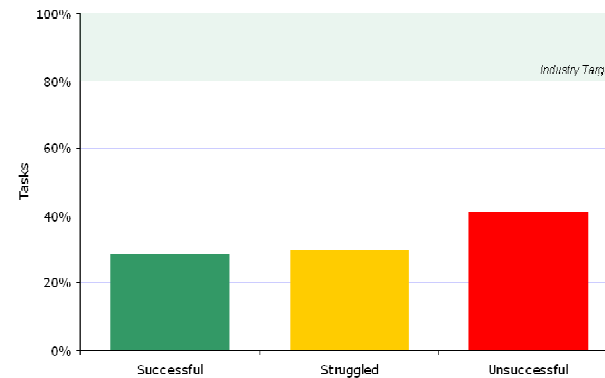
User-Centered Design Methodology



Best Practices Review Scorecard



Usability Testing Success Rates



User-Centered Design Methodology



Persona 1 – Richard – frequent player

Richard H – Semi-frequent player
 62 Years Old
 Construction business
 Married and lives with his wife Shelby. Has a son who lives in another state.
 His wife checks his winning numbers on TV.

"Somebody's gotta win. Why not me?"

Win Big **Excitement**

Why I play:
 Somebody out there wins... there's nothing saying that somebody me. But it's not just the hope of winning... It's exciting to play. It's something to do with the sense of anticipation. It's also something with my wife. I like to see my wife smile when I bring a ticket home.

When I play:
 I play once every few weeks, depending on the jackpot. I drive past the billboard and if the pot is over \$10 million I might stop and get a ticket.

Why I don't play more:
 Sometimes I just don't pass the billboard so I don't always know if the jackpot is high. I would probably play more if I had an easier way how big the pot is. Also, we get discouraged sometimes since we won anything, so what good is it?

Richard – Opportunities

Richard H – Semi-frequent player
 62 Years Old
 Construction Business
 Married and lives with his wife Shelby. Has a son who lives in another state.
 His wife checks his winning numbers on TV.

| Feature/Functionality | Persona 1 |
|----------------------------|---------------|
| Winning Numbers | High Priority |
| Past Winning Numbers | High Priority |
| Where does the money go? | Mid Priority |
| Winners Gallery | Mid Priority |
| Lucky Retailers | Low Priority |
| Odds of Winning | Low Priority |
| Favorite Numbers | Low Priority |
| How to play | Low Priority |
| What is the jackpot? | High Priority |
| What games are coming out? | Low Priority |
| How to claim prizes | Mid Priority |
| Prize Protection | Low Priority |

Richard's scenarios visualization

Institutionalization

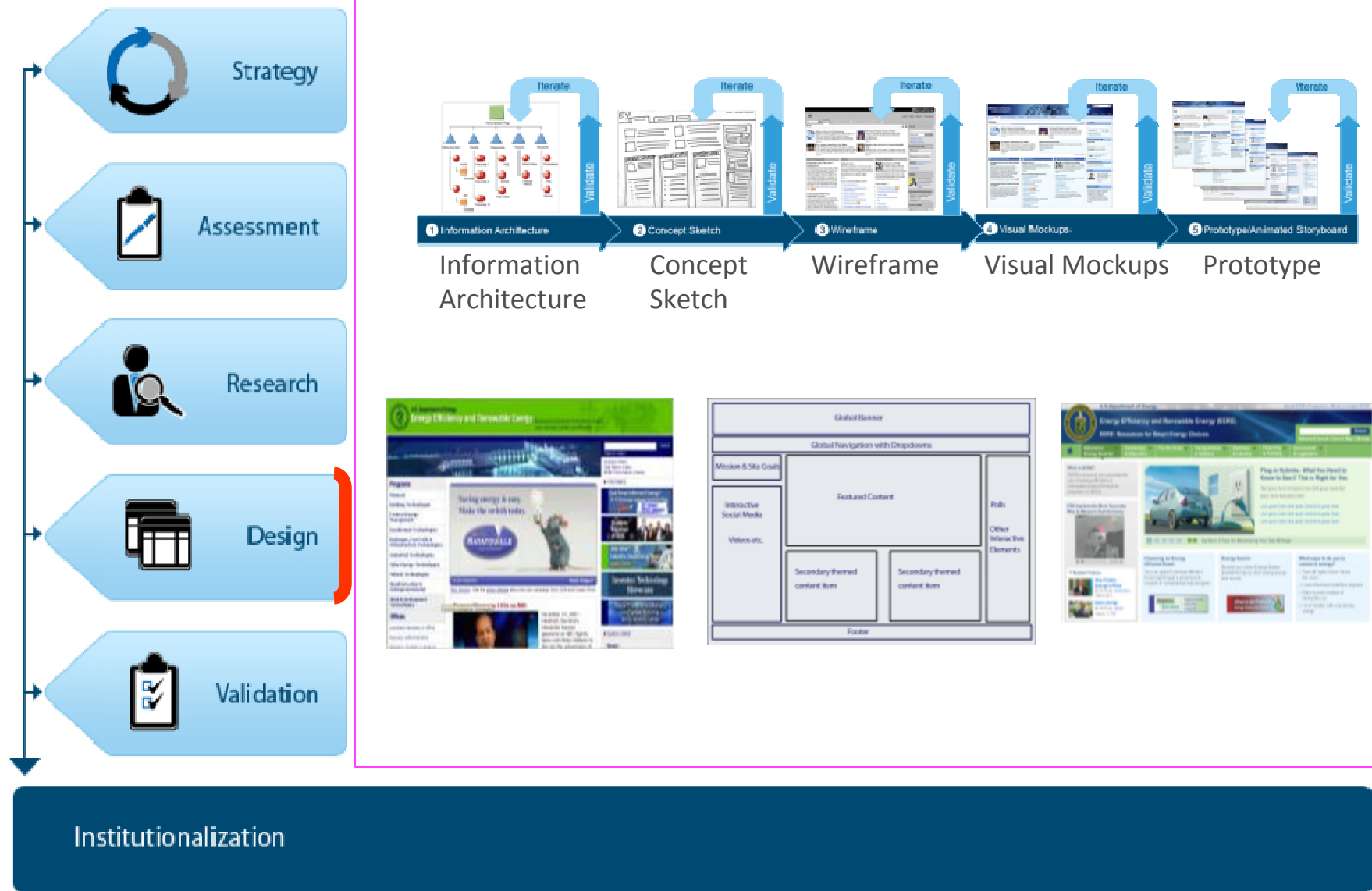
ROI Government Style

Web Manager University – April 28, 2009

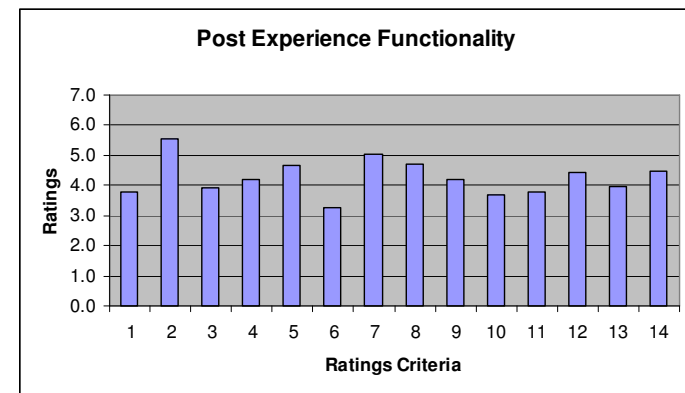
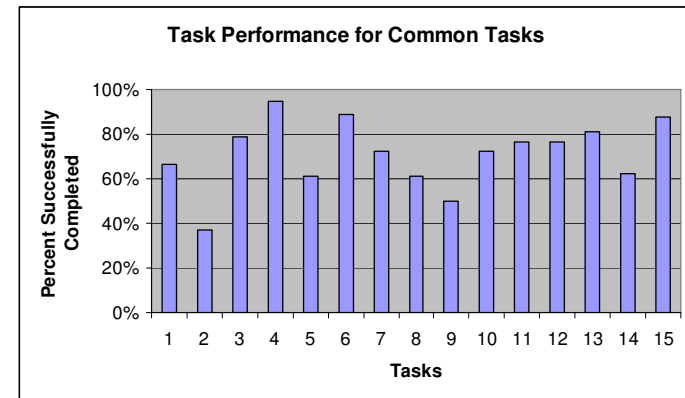


Federal Aviation
Administration

User-Centered Design Methodology



User-Centered Design Methodology



Institutionalization

ROI Government Style

Web Manager University – April 28, 2009



Federal Aviation
Administration

User-Centered Design Methodology



Usability Maturity Model



○ Not there ◐ Somewhat present ● Present

| Usability Activity | Managed Usability | | | | |
|---------------------------------------|--------------------------------|-------------------------------|---------------------------|---------------------|--------------------|
| | Level 1 Beginning Usability | Level 2 Executive Champion | Level 3 Infrastructure | Level 4 Staffing | Level 5 Routine |
| Strategy | | | | | |
| Written Strategy | ○ | ◐ | ● | ● | ● |
| Infrastructure | | | | | |
| Product and Site Review Process | ◐ | ◐ | ● | ● | ● |
| User Centered Design Methodology | ○ | ○ | ● | ● | ● |
| Integrated Software Dev. Process | ○ | ○ | ◐ | ◐ | ● |
| Corporate Design Standards | ○ | ○ | ● | ● | ● |
| Showcase Projects | ○ | ○ | ● | ● | ● |
| Education and Training | | | | | |
| Continuous Training | ○ | ○ | ○ | ○ | ● |
| Usability Staff | ◐ | ◐ | ● | ● | ● |
| Developer | ○ | ○ | ○ | ● | ● |
| Management | ○ | ○ | ○ | ● | ● |
| Staffing | | | | | |
| Executive Champion | ○ | ◐ | ● | ● | ● |
| Usability Team | ◐ | ◐ | ● | ● | ● |
| CUA on Staff | ○ | ○ | ○ | ● | ● |
| 10% Usability Staff | ○ | ○ | ○ | ● | ● |
| Organization Certificate Audit | | | 🏆 | 🏆 | 🏆 |

© 2004 Human Factors International, Inc. All Rights Reserved

www.humanfactors.com

Institutionalization


ROI Government Style


Web Manager University – April 28, 2009



Federal Aviation
Administration

Things You Hear When Usability Is Not Routine

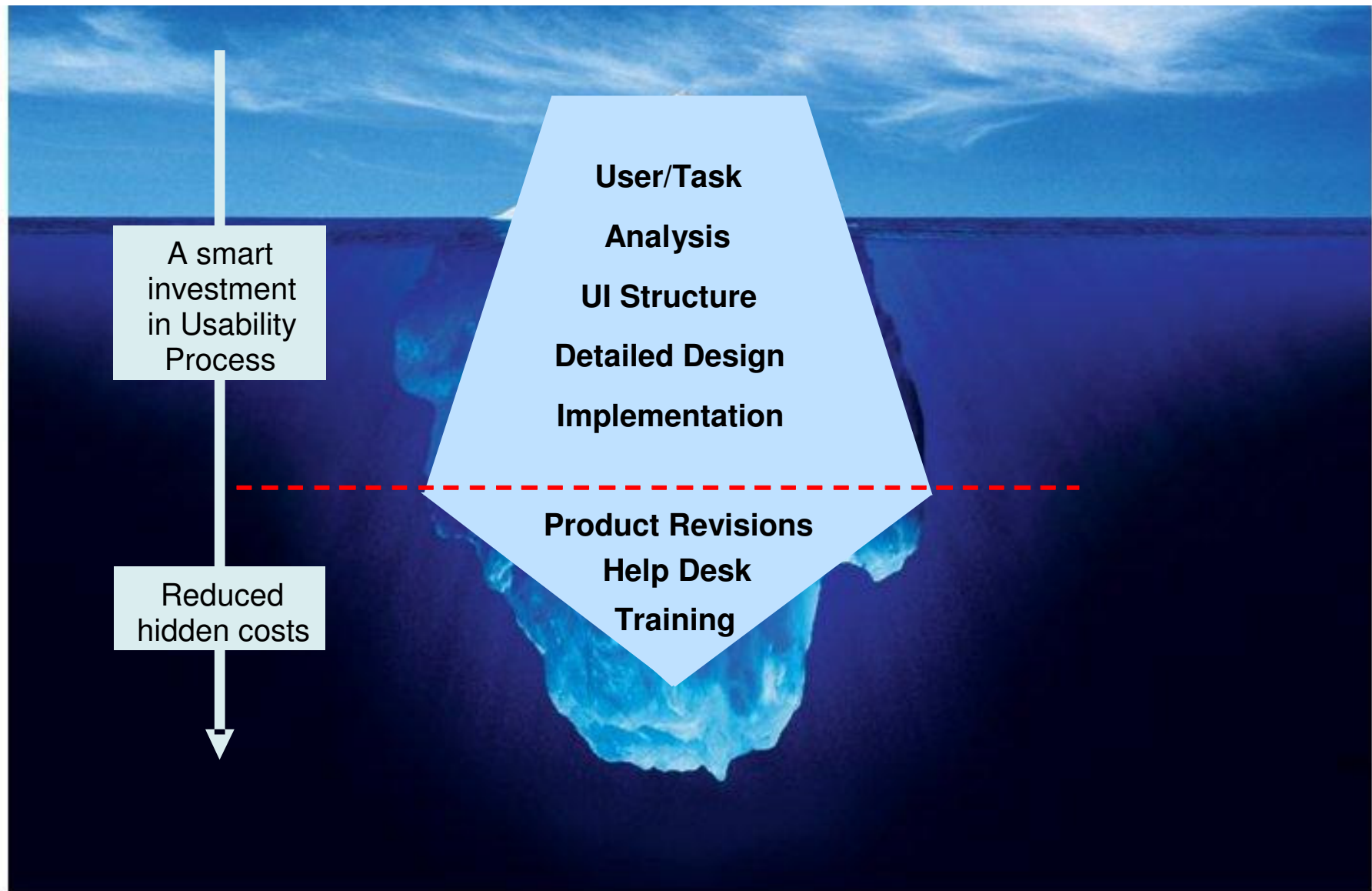
- 
- “If we get into trouble...then we’ll do some usability work.”
 - “We’ll worry about the interface after we have the technical solution worked out.”
 - “If we do some user testing at the end, that is good enough for this project.”

- 
- “We don’t have time to do *any* usability work, we have to start the technical design.”
 - “Usability work *increases* the cost of the project.”
 - “If we do usability work, we *won’t* meet our time deadlines.”

Hidden Costs of Shortcutting the Process



Efficiency of Investing in the Full Process



Business Value: Reduced Development Time



Business Value: Reduced Training



Business Value: Reduced Costs



Business Value: Higher Productivity



Business Value: Reduced Support



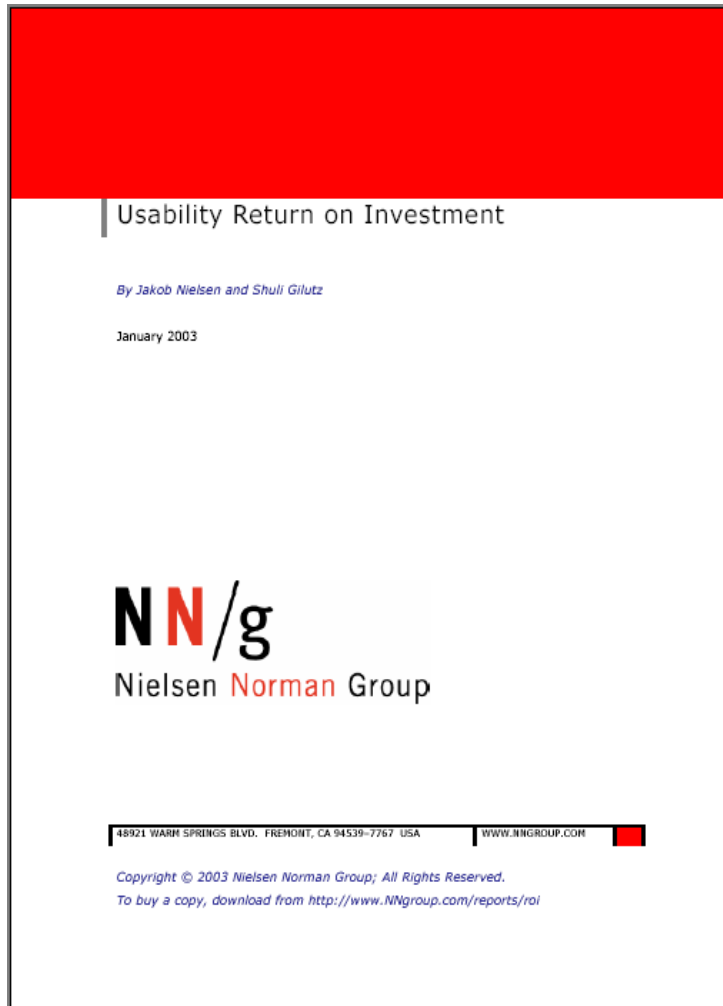
Better Brand for Agency, Increased Trust from Citizens



User-Centered Design—Better for Users, Better for Your Agency



How Usability Supports Your Agency



“It is common for usability efforts to result in a hundred percent or more increase in traffic or sales.”

Jakob Nielsen

863 Projects Reviewed

Clients paid **10%** for usability work.

Their ROI was:

- Sales/conversion **100%**
- Traffic **150%**
- Performance **161%**
- Use of functions **202%**

Return on Investment Benefits

| ROI Measurement | Criteria |
|---|--|
| Decrease in # of calls to help desk | # or % |
| Reduction in training | # of days / hours reduced |
| Increase in usage | # of people, # of sessions, or % increases |
| Savings of user's time | # of minutes / hours and / or multiplied by labor rate |
| Savings of programmer's time | # of minutes / hours and / or multiplied by labor rate |
| Error reduction | # or % or resulting \$\$ amount if any |
| Increase in pages viewed | # or % increase |
| Decrease in drop-off | # of people or % reduction |
| Conversion rate | # of visitors who buy or % increase |
| Average order value or net dollar per visitor | % increase in \$\$ |

ROI Calculator: Example for Reduced Reliance on Help Desks

ROI Calculator — Reduced Reliance on Help Desks

[Print](#) [Close](#)

$$\left[\begin{array}{c} \text{\# Calls to Call Center} \\ \text{Per Year} \end{array} \times \begin{array}{c} \text{Call Volume} \\ \text{Reduction \%} \end{array} \right] \times \begin{array}{c} \text{Average} \\ \text{Length of Call} \end{array} \times \begin{array}{c} \text{Hourly Wages for} \\ \text{Call Desk Staff} \end{array} = \text{Annual ROI}$$

$$\left[\text{Annual ROI} \times \text{Expected Project Life} \right] - \text{Improvement Cost} = \text{Total ROI}$$

Example: Reduce support call by 25%.

of Calls to Call Center: 5,000,000 per year

Average Length of Call: 4 minutes (0.07 hours)

Call Volume Reduction: 25 %

Improvement Cost: 100,000

Annual Salary: 30,000

Expected Project Life: 3 years

$$\text{Annual ROI} = (5,000,000 \times 0.25) \times 0.07 \times (30,000/1,840^*) = 1,426,630$$

$$\text{Total ROI} = (1,426,630 \times 3) - 1,000,000 = 4,179,891$$

* Work year = 230 work days / year; 8 hours workday = 1840 hours / year

| Calculate Reduced Reliance on Help Desks | |
|---|--|
| # of Calls to Call Center: | <input type="text"/> |
| Call Volume Reduction: | <input type="text"/> % |
| Days Per Year: | <input type="text"/> |
| Work Hours Per Day: | <input type="text"/> |
| Annual Salary: | <input type="text"/> |
| Average Length of Call | <input type="text"/> mins <input type="button" value="v"/> |
| Improvement Cost: | <input type="text"/> |
| Expected Project Life: | <input type="text"/> Year(s) |
| <input type="button" value="Calculate"/> <input type="button" value="Clear"/> | |
| Annual ROI | <input type="text"/> |
| Total ROI | <input type="text"/> |

| Compare ROIs | Scenario 1 | Scenario 2 | Scenario 3 |
|---|--|--|--|
| # of Calls to Call Center: | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Call Volume Reduction: | <input type="text"/> % | <input type="text"/> % | <input type="text"/> % |
| Days Per Year: | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Work Hours Per Day: | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Annual Salary: | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Average Length of Call: | <input type="text"/> mins <input type="button" value="v"/> | <input type="text"/> mins <input type="button" value="v"/> | <input type="text"/> mins <input type="button" value="v"/> |
| Improvement Cost: | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Expected Project Life: | <input type="text"/> Year(s) | <input type="text"/> Year(s) | <input type="text"/> Year(s) |
| <input type="button" value="Compare"/> <input type="button" value="Clear"/> | | | |
| Annual ROI | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Total ROI | <input type="text"/> | <input type="text"/> | <input type="text"/> |

First Taste of ROI at FAA



ROI for Support E-mails

The FAA now saves *\$1 million per year*

The screenshot shows the FAA.gov website interface. At the top, there is a blue header with the FAA logo on the left, the text 'Federal Aviation Administration' in the center, and a link to 'FAA.gov Home' on the right. Below the header, there is a navigation bar with tabs for 'Search for Answers', 'Ask a Question', and 'My Stuff'. On the right side of this bar are 'Login' and 'Help' links. The main content area has a search bar with 'Search by Category' (set to 'All') and 'Search by Keyword' fields, followed by a 'Search' button. The search results show a question titled 'How do I replace my lost or destroyed license (certificate)?'. The question text is 'How do I replace my lost or destroyed license (certificate)?'. The answer text is 'You can find information to [replace your lost or destroyed license](#) on our website.' Below the answer is a button that says 'Notify Me by Email if this Answer is Updated'. To the left of the question and answer, there is a sidebar with a 'Category' list: 'Pilots', 'Licenses and Certificates', 'Mechanics', 'Licenses and Certificates', 'Other Airmen', and 'Licenses and Certificates'. Below the category list is a 'Last Updated' timestamp: '03/22/2006 05:16 PM'. At the bottom left of the sidebar, there are links for 'Print the question and answer.' and 'Email Answer'. Below the answer, there is a section titled 'Users who viewed this answer have also viewed' with a list of three related questions: 'How can I replace my paper license (certificate) with the new plastic credit card style license (certificate)?', 'I lost my original logbook. What do I need to do to verify my flight experience?', and 'How do I report missing or incorrect information on my airmen's license (certificate)?'. At the bottom right of the search results, there is a link 'Back to Search Results' with a left arrow. The footer of the website contains the text 'Federal Aviation Administration | 800 Independence Avenue, SW | Washington DC, 20591'.

FAA.gov in 2002 – We Needed Help



- How well do we know our customers?
- How satisfied are they with our website?
- Can they find what they are looking for?
- Where can we improve?

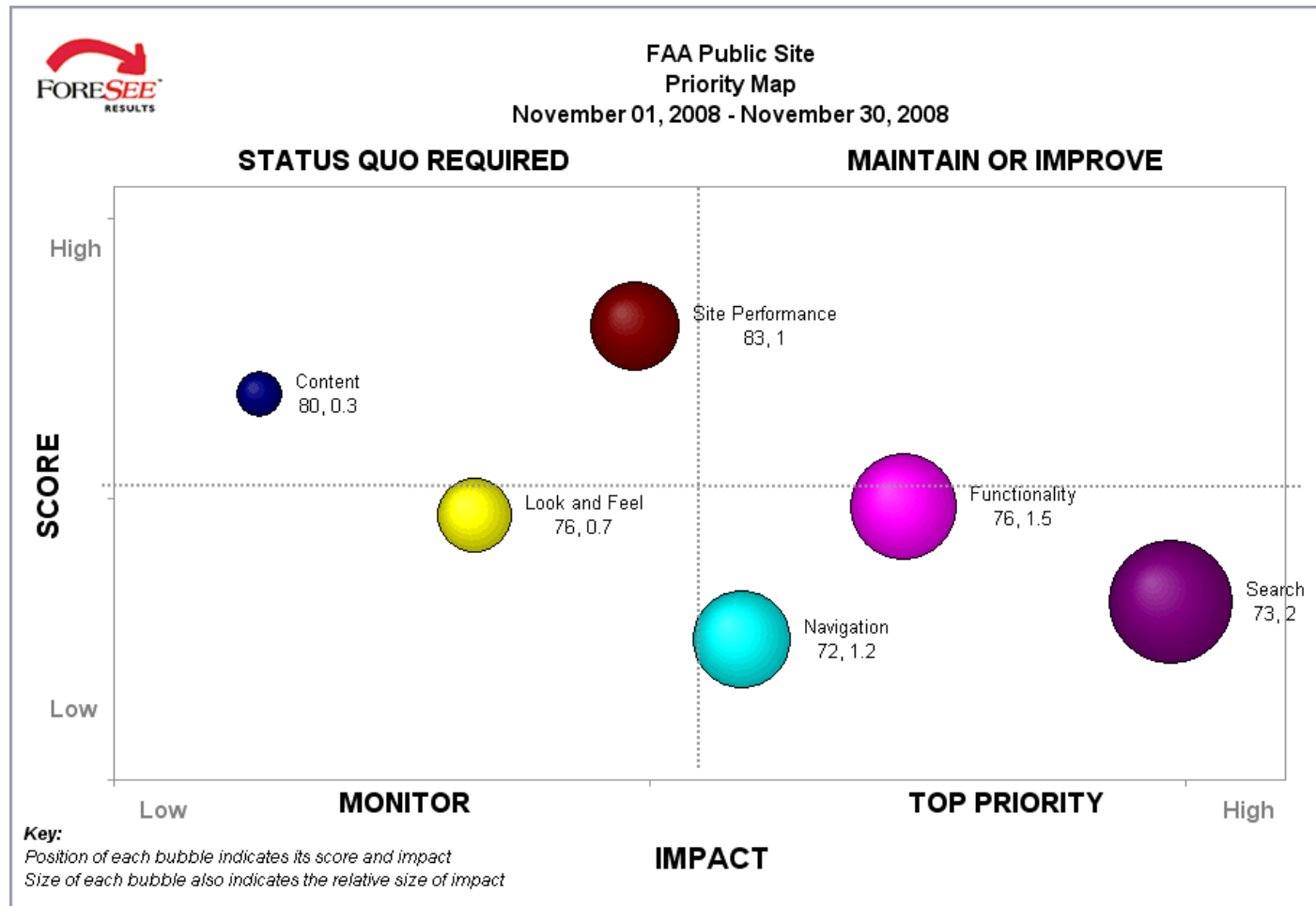
ForeSee Results American Customer Satisfaction Index (ACSI) Online Survey



FAA's #1 ROI Metric

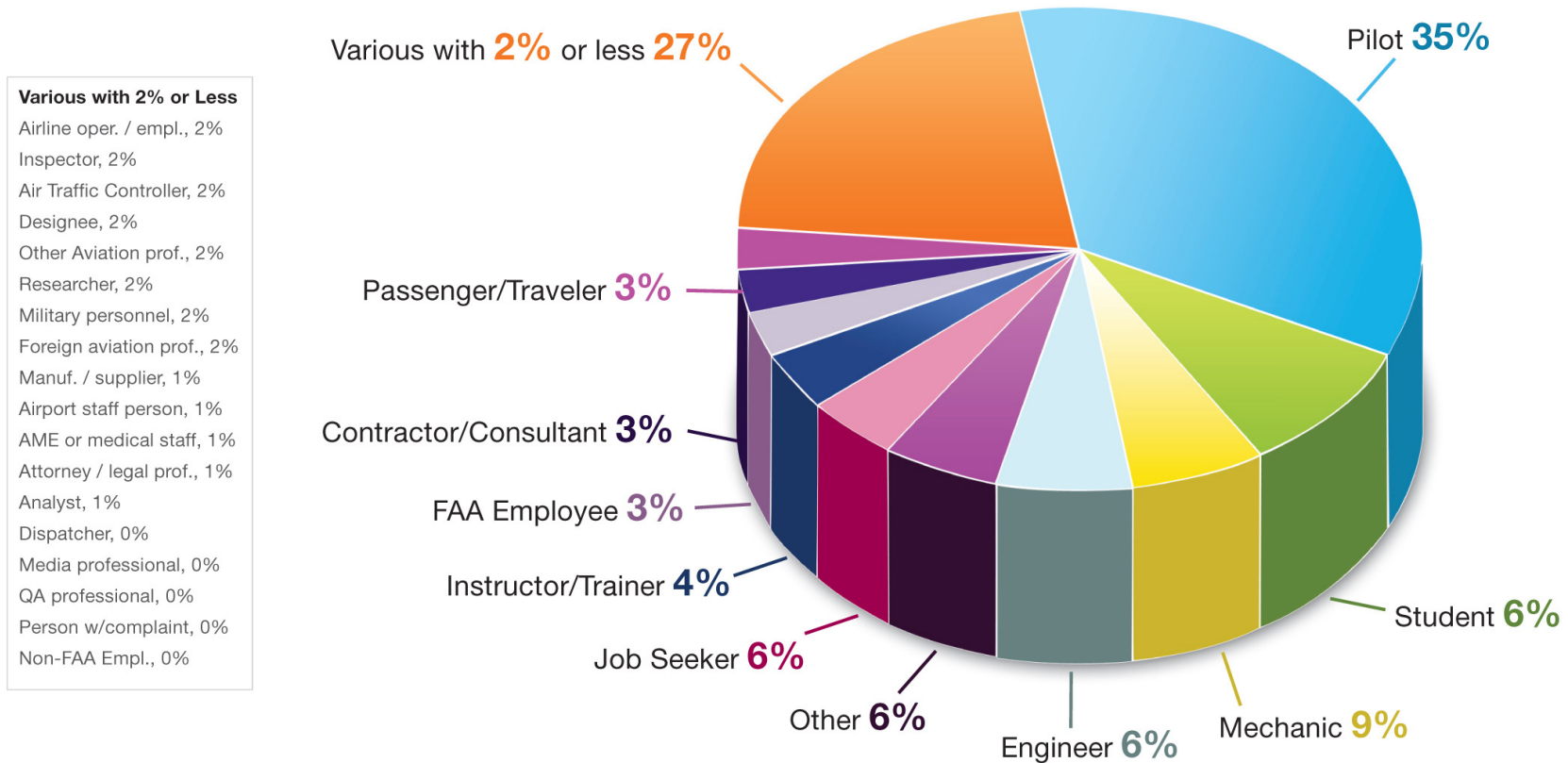
- Measures 200+ federal government sites
- OMB Approved
- Identifies improvement areas that drive increased satisfaction and loyalty
- FAA.gov receives over 1500 responses a month

ForeSee Results Priority Map



FAA.gov Customers

FAA Audiences (latest 3 month average – Dec.-Feb.)



Customer Comments (2006)

“I’m looking for FAA orders, and there’s no organization... they are scattered all over....Where is 6000.15D?”

Satisfaction score: 4

“Fix Search...it’s useless.”

Satisfaction score: 45

“Please change how you present and prioritize Search results.”

Satisfaction score: 49

FAA.gov Overall Satisfaction Score

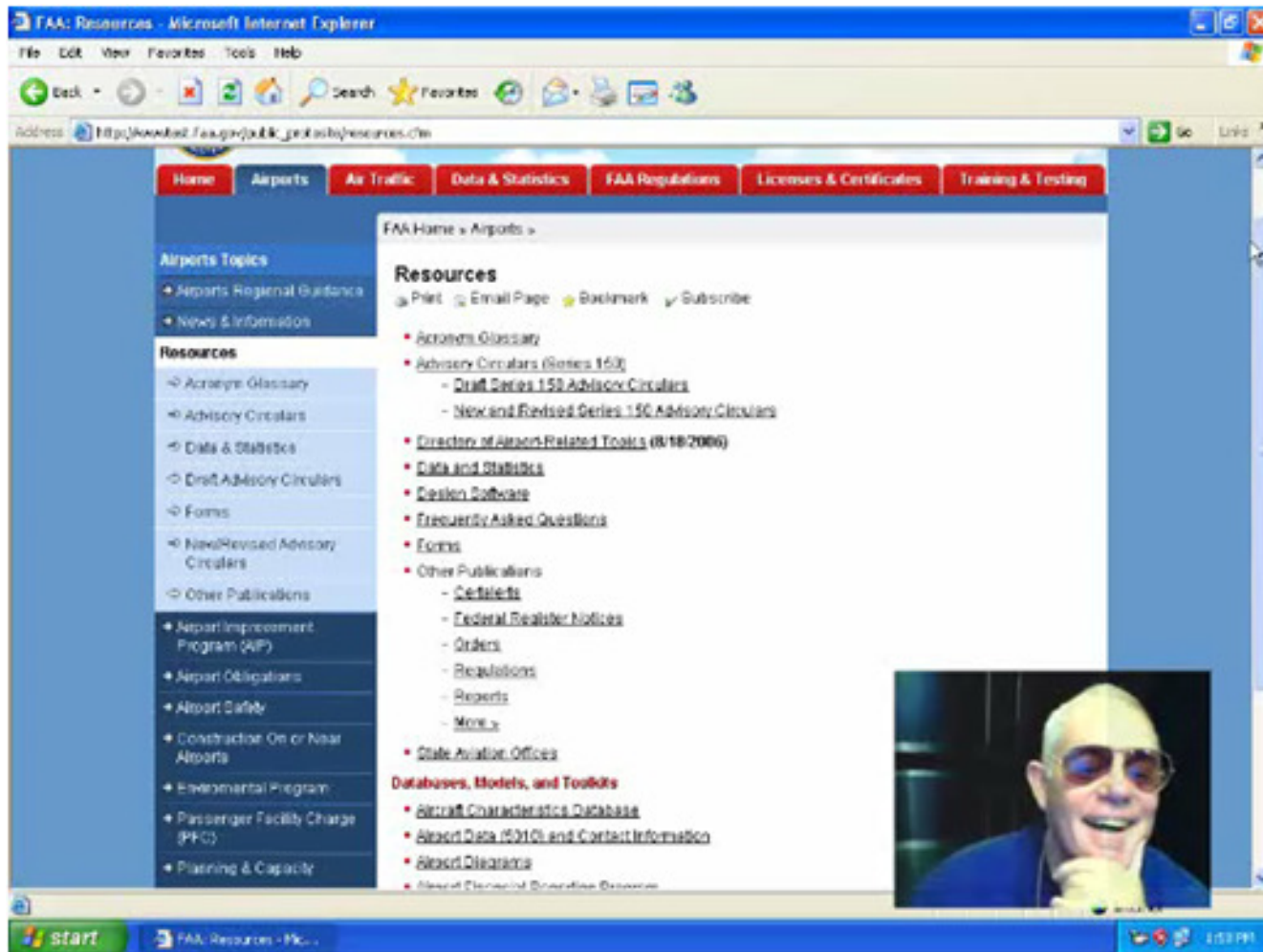
2006

- **FAA = 66**
- **Federal Government Average = 71**
- **Based on 100 point scale**

FAA.gov

First Usability Study, 2006

FAA.gov – First Usability Study, 2006



2006 Usability Study With HFI

We learned a few things!

Three key areas to improve

1. Search
2. Navigation
3. Top Tasks

Case Study 1

Search

Improving Search on FAA.gov

- Search is the **#1 user activity on FAA.gov**
- **500,000 searches** a month
- Improving Search will have a big impact

Successful Search

- Success = users found what they sought on **page one of search results**
- We call this metric **“first page relevancy”**
- First page relevancy **increases task completion** and **saves time**

FAA Search – 2007

Top Search Term: “**DER**” (Designated Engineering Representative)



- Average time spent looking at Search Results page = 2 minutes
- Almost half of the searches were unsuccessful

Search – 2009

Federal Aviation Administration

FAA Home About FAA Jobs News Library
Pilots Travelers Mechanics All Visitors

80 Search A-Z Index

Search Results
Updated: 11:01 am ET March 13, 2009

pilot training Search

Results 1 - 10 of about 21100 for **pilot training**. Search took 0.57 seconds.

KeyMatch

Training
http://www.faa.gov/training_testing/training/
Pilot Training
<http://www.faa.gov/pilots/training/>
Mechanic Training
<http://www.faa.gov/mechanics/training/>

Pilot Training
... **Pilot** Licenses & Records; **Pilot** Regulations; **Pilot** Safety; Testing; **Training**. FAA Home » Pilots » **Training** ... **Pilot Training**. Updated: 3:23 pm ET March 11, 2009. ... | 22k
www.faa.gov/pilots/training/

FAA Order 8110.41A - Flight Test Pilot Training Responsibilities ...
... Print; Email. FAA Order 8110.41A - Flight Test **Pilot Training**, Responsibilities, and Procedures. Document Information.
Updated: 2:24 pm ET January 14, 2009. ... | 20k
www.faa.gov/orders_notices/index.cfm?fuseaction=c.dspDocumentInfor...

Pilot Training
... Print; Email. **Pilot Training** ... FAROS **Pilot Training**; FAROS Procedures; FAROS NOTAM/ATIS; Other **Training** Materials;
Training Quiz – Test Your FAROS Knowledge. ... | 18k
www.faa.gov/headquarters_offices/ato/service_units/operations/td/p...

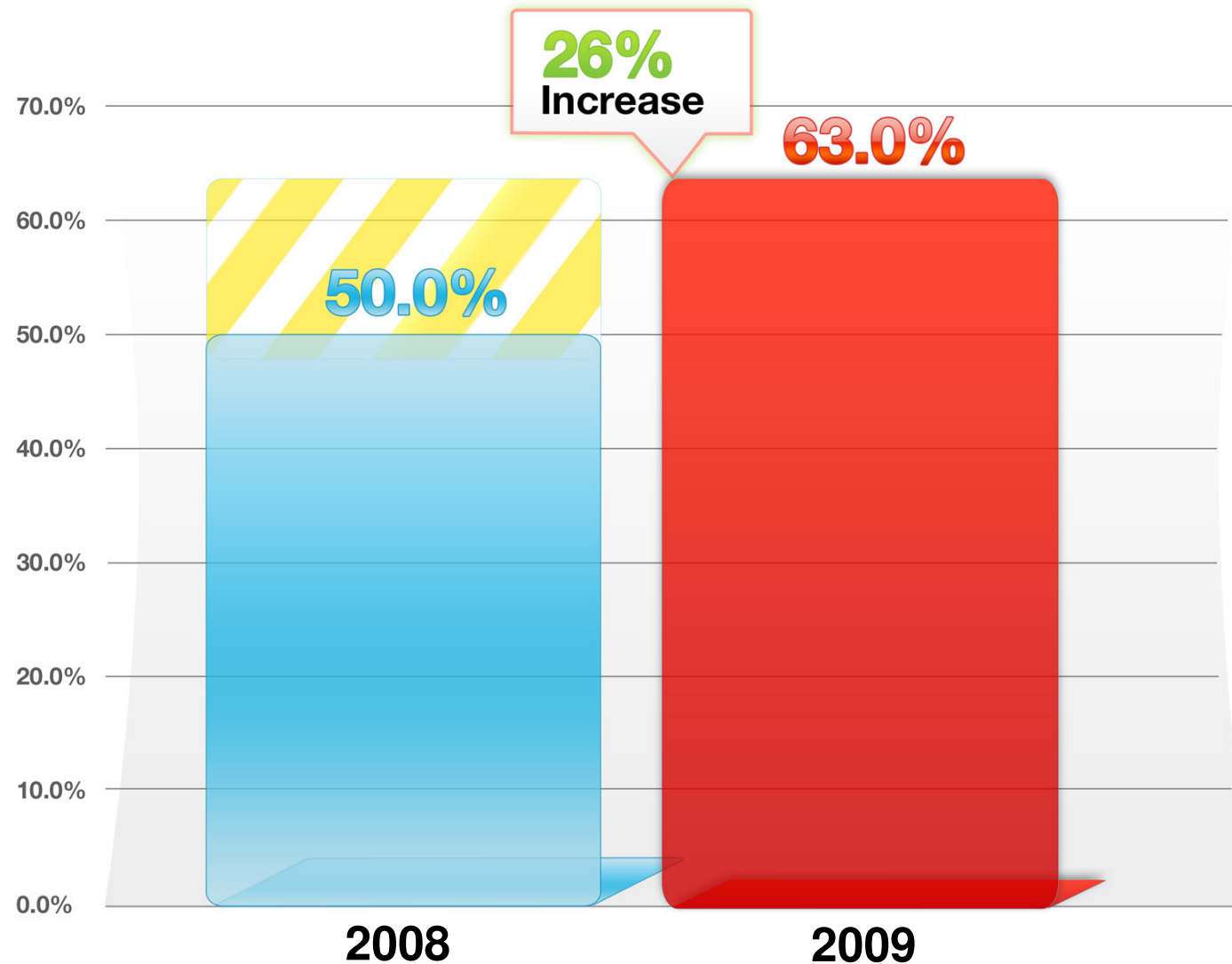
Related Questions & Answers

- [What are the training requirements for my employees and supervisors?](#)
- [What are the differences in the types of pilot licenses \(certificates\)?](#)
- [How do I become a pilot?](#)
- [How do I get a commercial pilot license \(certificate\)?](#)
- [What are the testing requirements for a private pilot license \(certificate\)?](#)

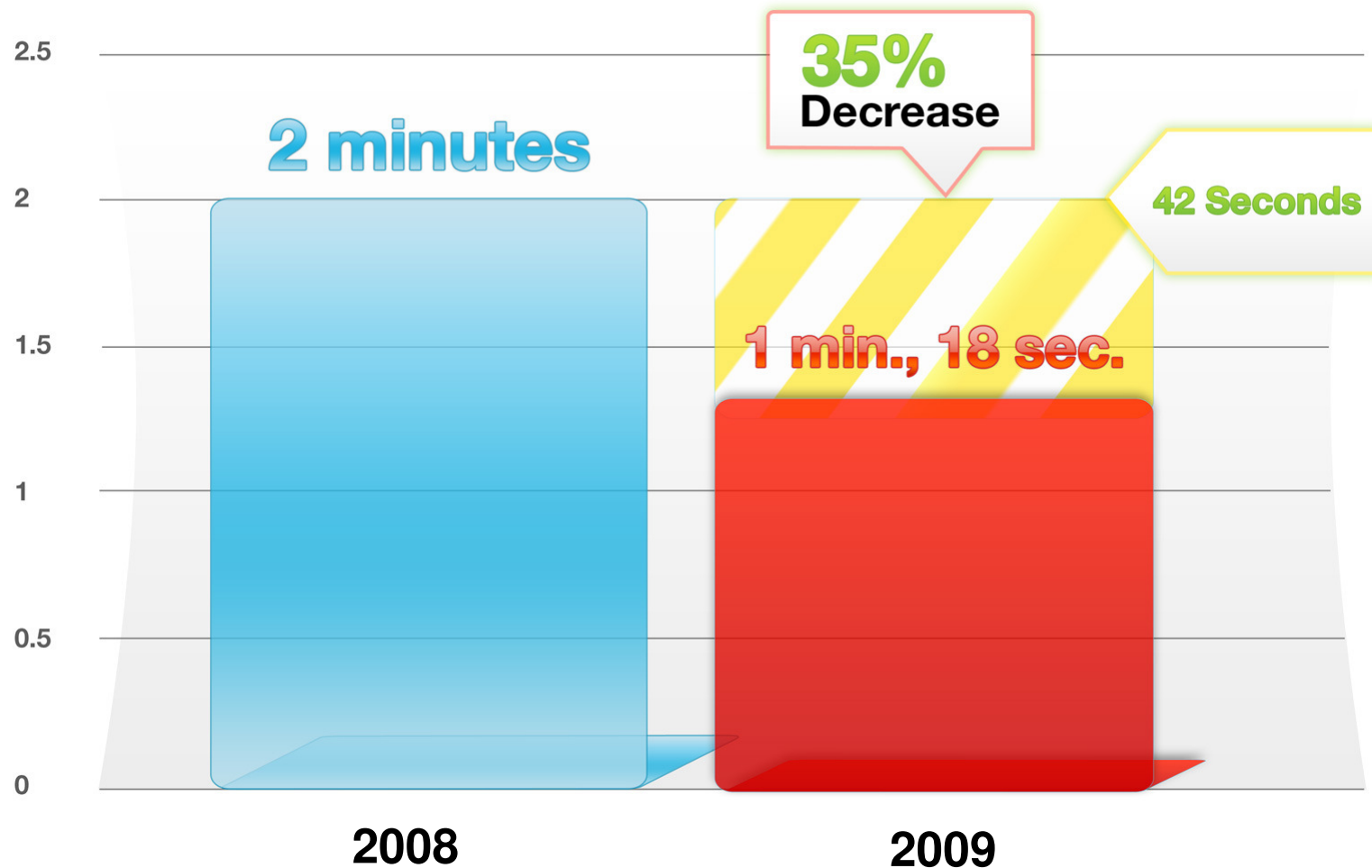
[View all 167 Answers in Rightflow](#)

Did Search Improve?

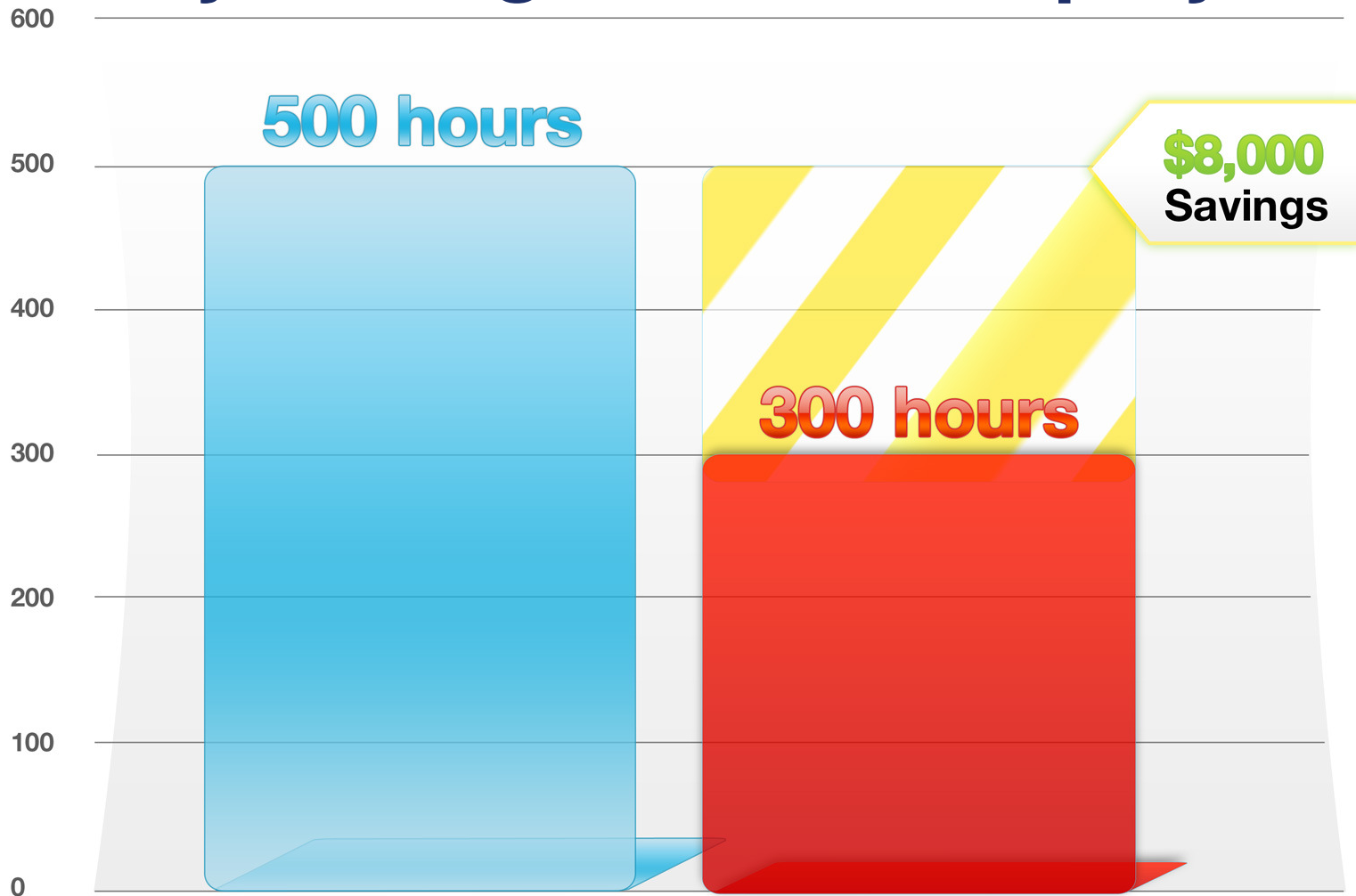
Successful Searches



Time Spent on Search Results Page



Monthly Savings to FAA Employees*



* Based on \$80,000 a year salary

Case Study 2

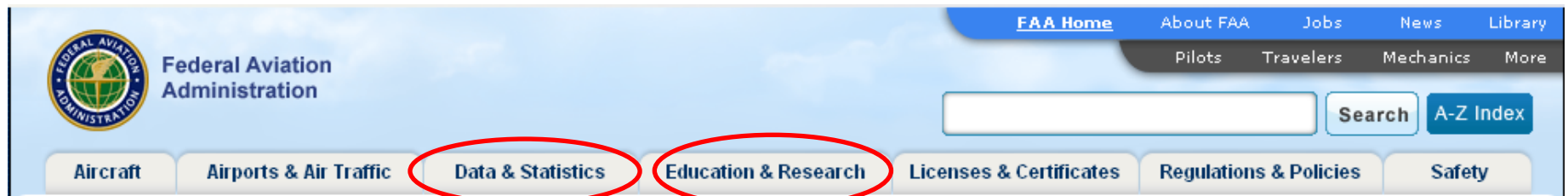
Navigation

Improving Navigation on FAA.gov



- **Usability testing and website analytics** showed us that our top navigation bar was causing confusion

Researchers were struggling to find accident data...

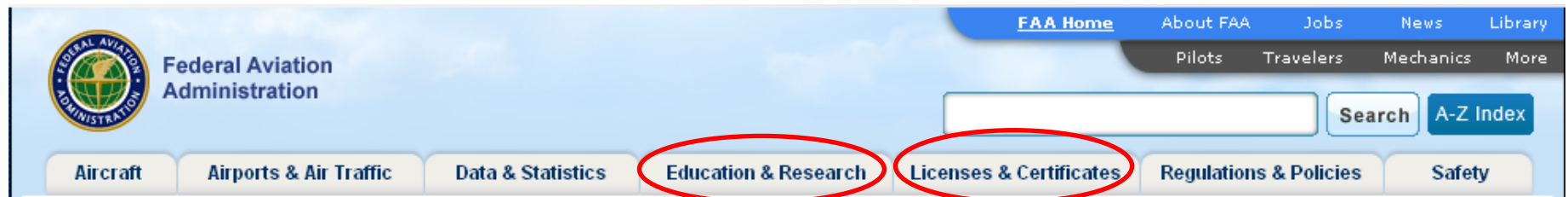


Hmmm.
Should I look
under "data"?

But wait...I'm
a researcher.
Should I start
here?



Pilots were struggling to find test guides as they prepare to get their instrument rating...



Gee...does "testing" fall under Education?

Or maybe it's here since it relates to my pilot certificate?



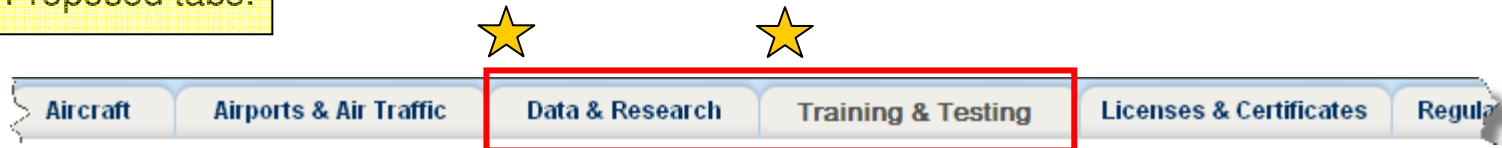
Proposal/Business Case to FAA Stakeholders

- Change “Education & Research” to “**Training & Testing**”
- Change “Data & Statistics” to “**Data & Research**”

Current tabs:



Proposed tabs:



Case Study 3

Top Tasks

Improving Top Tasks on FAA.gov

- **20% of all tasks on FAA.gov** involve looking for regulations & policies
- **33% of the most common FAA.gov searches** have to do with regulations & policies

One pilot's path to find thunderstorm guidance

The sequence of screenshots illustrates the following steps:

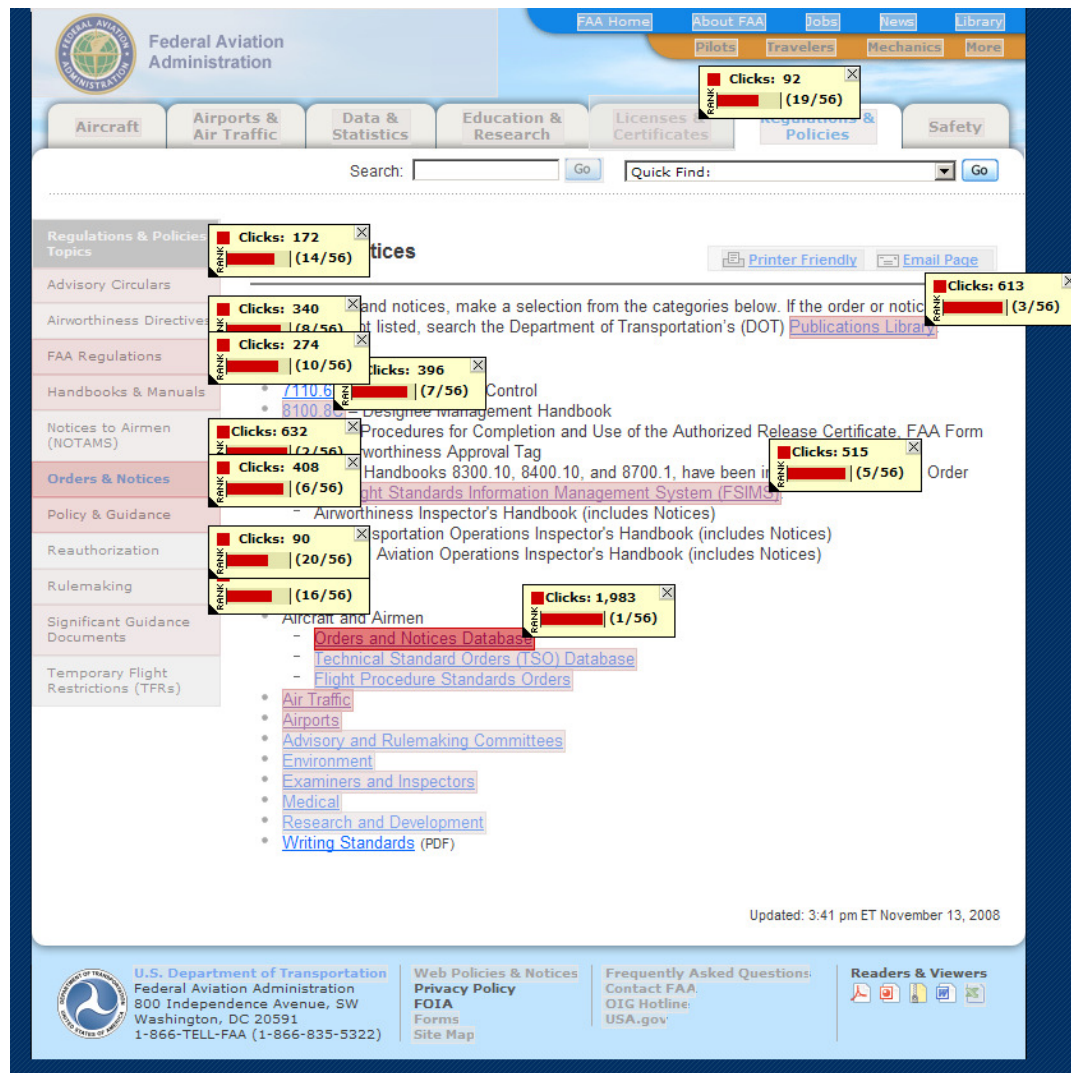
- Step 1:** The FAA Home page. The "Regulations & Policies" link in the top navigation bar is circled in red.
- Step 2:** The "Regulations & Policies" page. The "Advisories & Guidance" link in the left sidebar is circled in red.
- Step 3:** The "Advisories & Guidance" page. The "Search" input field is circled in red, and the "Go" button is highlighted.
- Step 4:** The "Search Results" page. The search term "thunderstorm" is entered. The result "AC 00-24B Thunderstorms" is circled in red.
- Step 5:** The "Advisory Circular" page. The "Advisory Circular in PDF Format" link is circled in red, and the PDF file "ac00-24b.pdf" is highlighted.
- Step 6:** The PDF document of Advisory Circular 00-24B. The "Subject: THUNDERSTORMS" field is circled in red.


Our customers were sharing their frustrations...

“The locations of documents such as 8110.3 are very difficult to find. Please just provide a single site, with all FAA documents. This would be a very big help.”

Satisfaction score from this person: 38

Click-Map Data




Federal Aviation Administration

[FAA Home](#)
[About FAA](#)
[Jobs](#)
[News](#)
[Library](#)

[Pilots](#)
[Travelers](#)
[Mechanics](#)
[More](#)

[A-Z Index](#)

[Aircraft](#)
[Airports & Air Traffic](#)
[Data & Statistics](#)
[Education & Research](#)
[Licenses & Certificates](#)
[Regulations & Policies](#)
[Safety](#)

[Regulations & Policies Topics](#)
[Advisory Circulars](#)
[Airworthiness Directives](#)
[FAA Regulations](#)
[Handbooks & Manuals](#)
[Notices to Airmen \(NOTAMS\)](#)
[Orders & Notices](#)
[Policy & Guidance](#)
[Reauthorization](#)
[Rulemaking](#)
[Significant Guidance Documents](#)
[Temporary Flight Restrictions \(TFRs\)](#)

[FAA Home](#) » [Regulations & Policies](#) » [Orders & Notices](#)

Orders & Notices

Updated: 2:24 pm ET January 14, 2009

[Browse by Topic](#)

- Advisory Circulars **Clicks: 469**
- Air Traffic **Clicks: 425**
- Aircraft and Airmen **(18/72)**
 - Flight Procedure Standards
- Airports
 - Airport Compliance/Obligations
 - Airport Improvement Program (AIP)
 - Airport Safety
 - Design, Engineering, & Construction
 - Environmental
 - More...
- Environment
- Examiners and Inspectors **Clicks: 487**
- Finance **Clicks: 379**
- Human Resources **(19/72)**
- Information **Clicks: 961**
- Information **(5/72)**
- Medical **Clicks: 837**
- Research and Development **(9/72)**
- Writing Standards

[Search by Title or Number](#)

[View All](#)

- Orders **Clicks: 8,196**
- Notices **Clicks: 1,403**
- GENOTs **Clicks: 613**

[Top Requests](#)

- Records Organization, Transfer, and Destruction Standards (1350.15C)
- Air Traffic Quality Assurance (JO 7210.56C)
- FAA Directives Management (1320)
- Air Traffic Control (JO 7110.65S) **Clicks: 376**
- Facility Operation and Administration (JO 7210.3V) **(20/72)**


[Have a Question or Comment?](#)

- Contact the Orders & Notices Administrator

Create a Checklist (MS Excel)

To export data for all types, regions, or offices, leave the corresponding field blank.

Type: Region: Field Office: **Clicks: 647**








U.S. Department of Transportation
Federal Aviation Administration
800 Independence Avenue, SW
Washington, DC 20591
1-866-TELL-FAA (1-866-835-5322)

Web Policies & Notices
[Privacy Policy](#)
[FOIA](#)
[Forms](#)
[Site Map](#)

Frequently Asked Questions
[Contact FAA](#)
[OIG Hotline](#)
[USA.gov](#)
[Recovery.gov](#)

Readers & Viewers

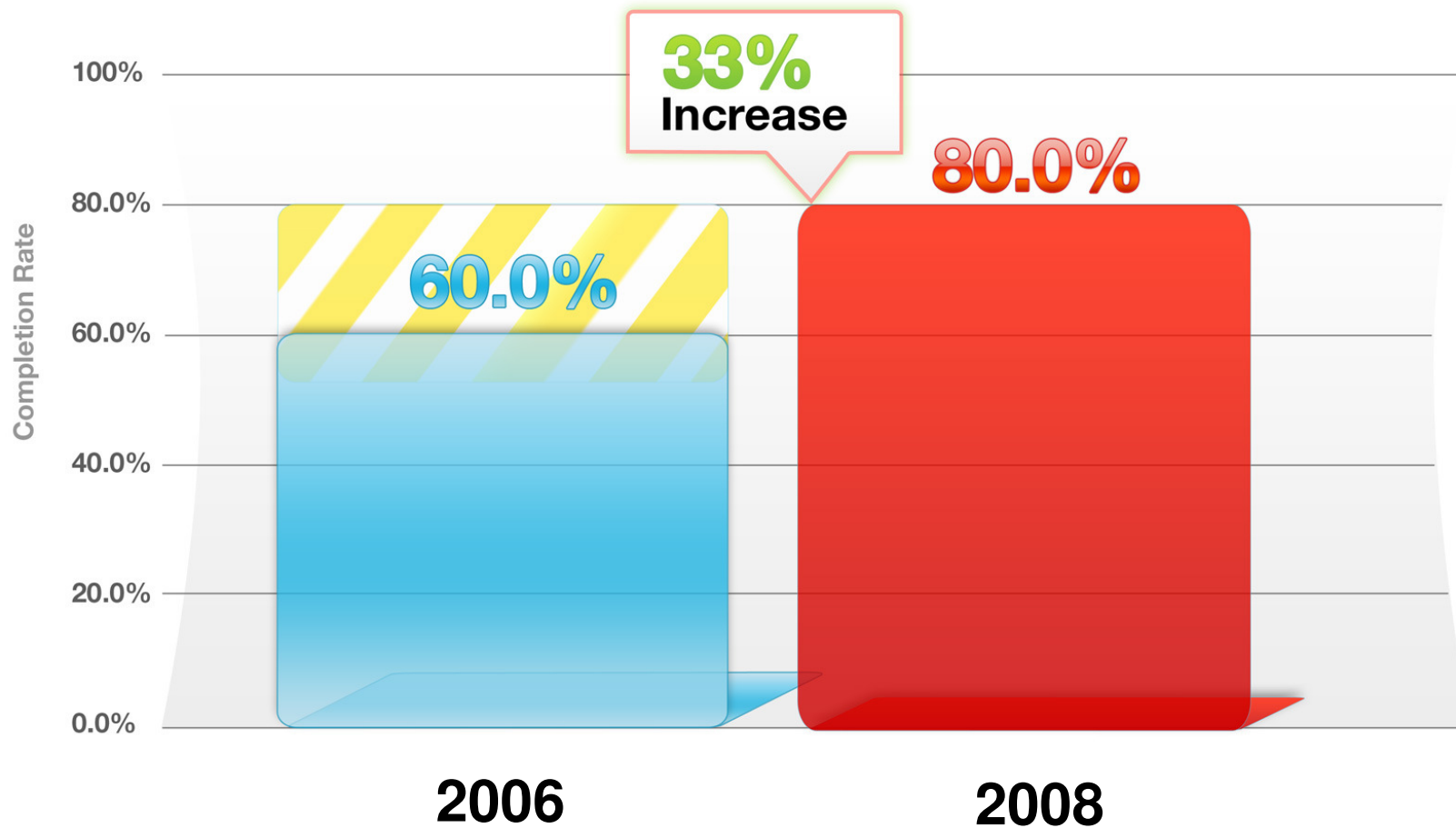
FAA.gov Today



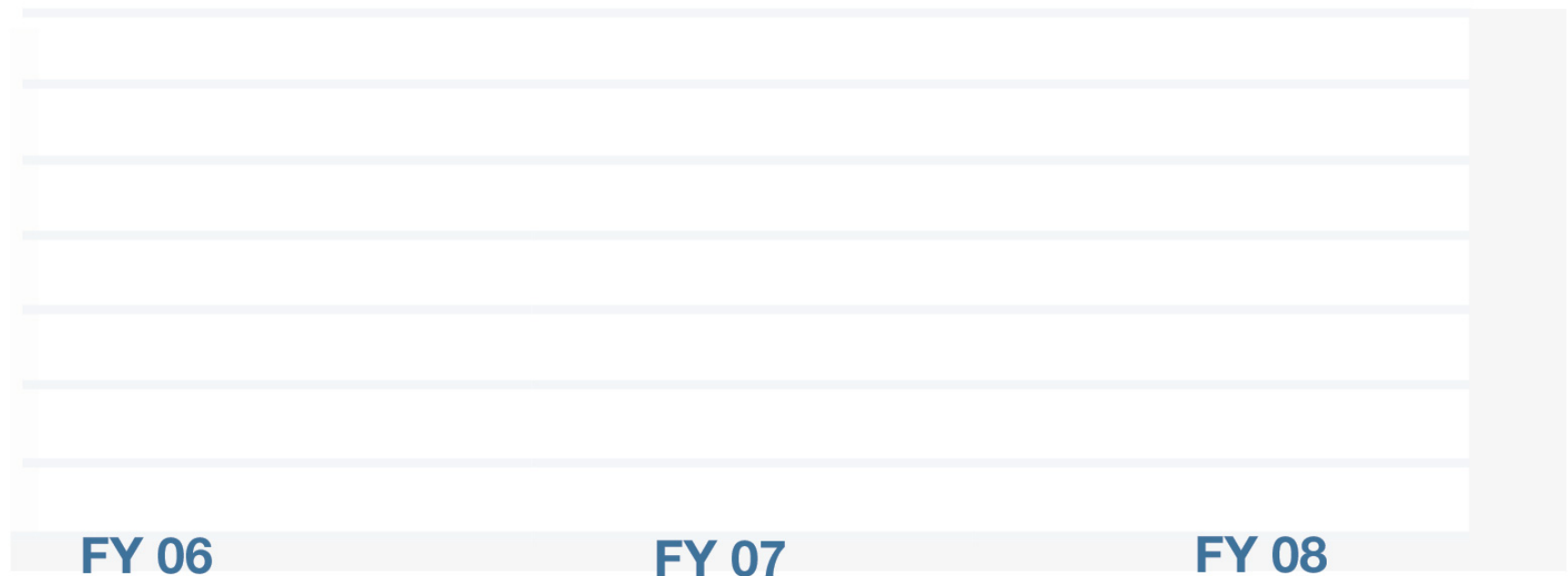
- Two million visits a month
- Over 300 content contributors

Did our improvements pay off?

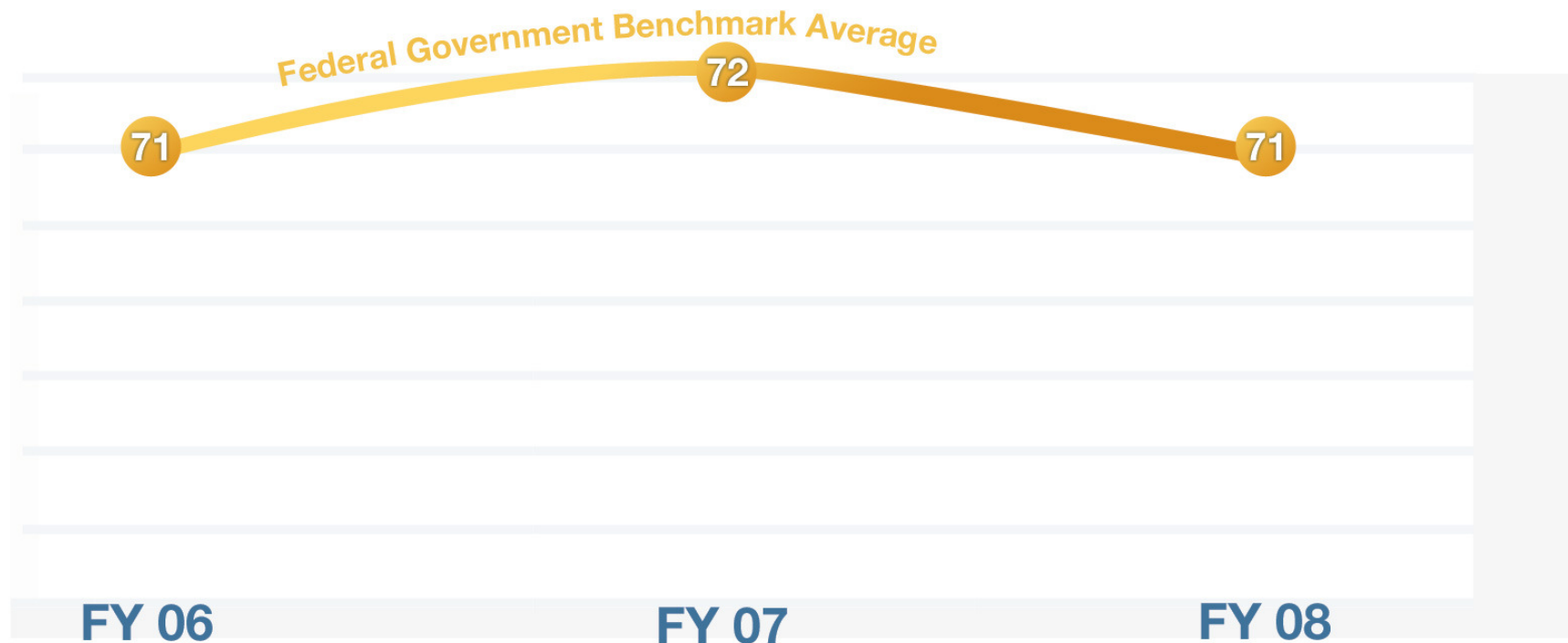
FAA.gov Task Completion Rate



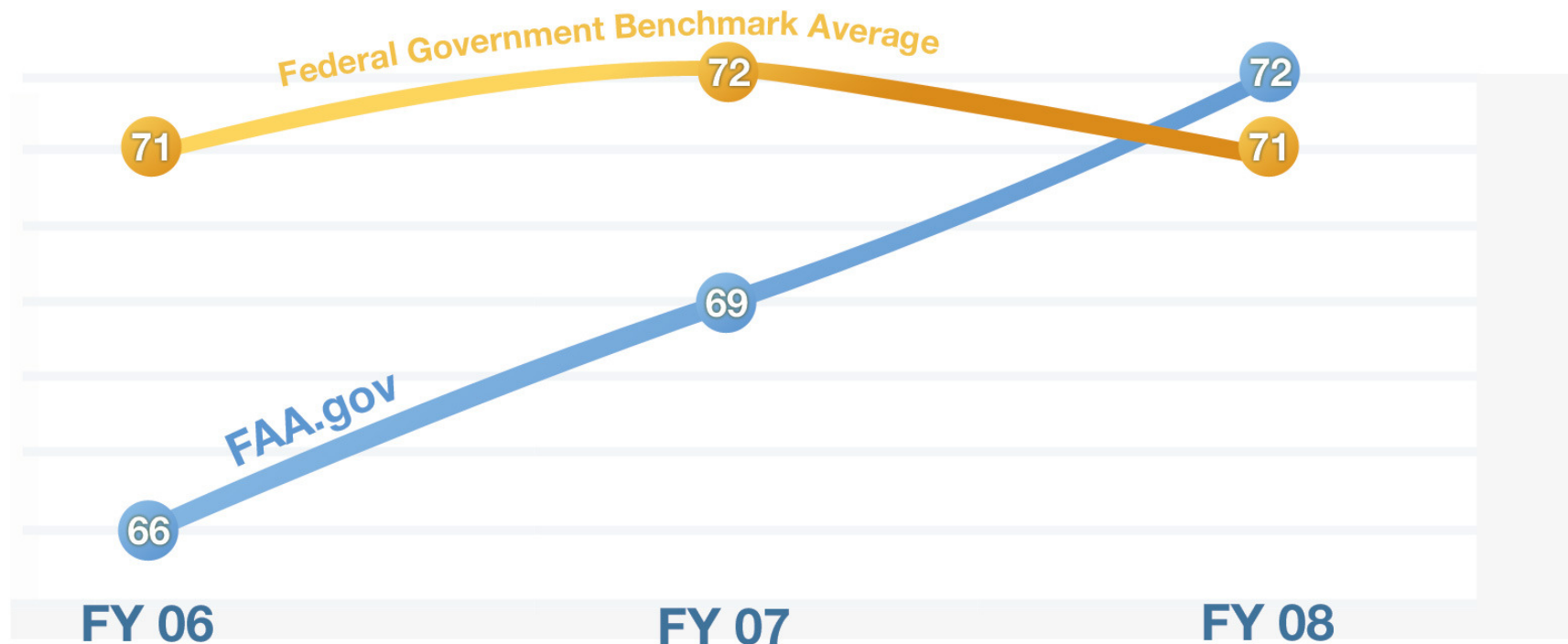
Customer Satisfaction Index (ACSI) Stats



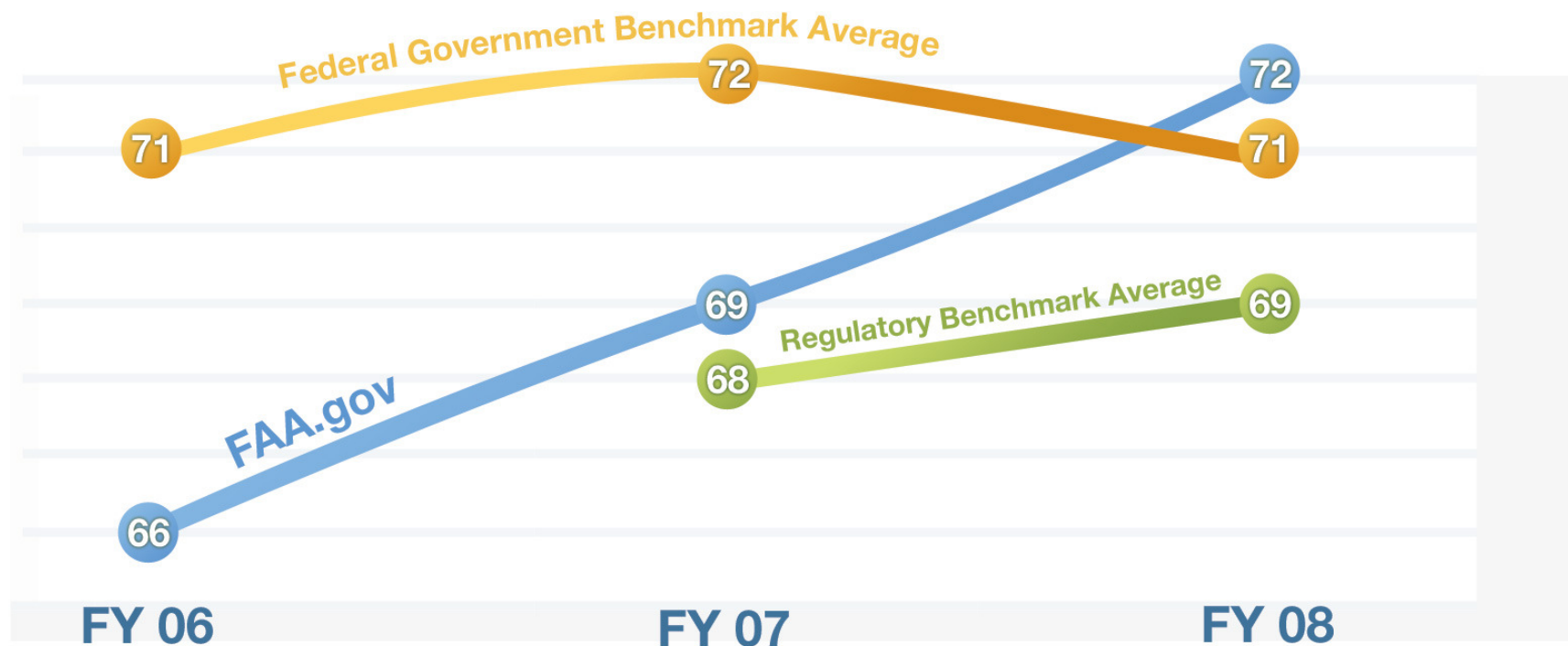
Customer Satisfaction Index (ACSI) Stats



Customer Satisfaction Index (ACSI) Stats



Customer Satisfaction Index (ACSI) Stats



Recent Customer Comments (2009)

“This site keeps getting better and better!”

Satisfaction score: 97

“Amazing that this is a government site! Very nice.”

Satisfaction score: 100

“The new layout is outstanding in its ease of use and it helps you find the information you seek efficiently and effectively.”

Satisfaction score: 85

Improvements continue to pay off

ROI Pays off at FAA

The FAA Web Council:

- Agrees that usability must be considered in all new web applications and high-traffic sites
- Is helping to identify top-visited sites and online transactions
- Supports expanding in-house resources for usability testing

FAA CIOs are helping too:

- Supports a policy that requires user-centered design (UCD) in all application development
- Considering usability testing as a part of their software development life cycle process.

First we must educate people...



Three New Projects at FAA

HR Website User-Centered Design Project

The screenshot displays the MYFAA Employee Site interface. At the top, there is a quote from Laurey Trailer, an aviation safety inspector, and a search bar. The main navigation bar includes links for MyFAA Home, Employee Services, Tools & Resources, and FAA Organizations. The left sidebar lists various HR topics such as Starting From Yes!, About Us, Accountability Board, Benefits, and more. The central content area is titled 'Human Resource Management (AHR)' and includes a list of links to various HR services and resources. The right sidebar features a 'Find an FAA Employee' search form, 'My Links' section, and a 'Collaborate' section with links to NexGen eCenter and KSN. The footer contains the Federal Aviation Administration logo, contact information, and network status.

MYFAA Employee Site

“ I remember she told me: 'I don't know how long I can live like this. I don't know if I'm going to see my son graduate.' ”
[Read More »](#)

Laurey Trailer, aviation safety inspector, Miami, Fla.

MyFAA Home | Employee Services | Tools & Resources | FAA Organizations

Welcome, Guest ([Sign In](#))

Human Resource Management (AHR)

Updated: 1:21 pm ET March 24, 2008

- Starting From Yes
- About Us
- Accountability Board
- Benefits
- Electronic Official Personnel Folder (eOPF)
- Employee Relations
- Employee Surveys
- Employee Exiting Information
- Guidance on Emergency Situations
- HR Newsletter
- HR Radio
- HR Reporting System
- Human Capital Planning & Measurement
- Jobs and Recruitment Information
- Labor Relations
- Learning & Development
- Leave, Work Schedules & Teleworking
- Pay
- Performance Management
- Policy and Guidance
- Supervisor/Manager Services
- Workers' Compensation (OWCP) Program

Find an FAA Employee

Last Name:

First Name:

[Find](#)

My Links

To edit your links, [sign in](#).

- Web Standards
- FogBugz
- AOC KSN
- Manage Directives
- Update My FAA Profile
- Photographic Database
- SFY Help Desk
- Comcast Webmail
- Letters
- Wiki
- DOT Web Work Group

Collaborate

- NexGen eCenter (with Webmail & Sametime Meetings)
- KSN – Overview
- KSN Master Directory – Sign In

Find it @FAA.gov

- About FAA
- Aircraft
- Airports & Air Traffic
- Data & Research
- Training & Testing
- Licenses & Certificates
- Regulations & Policies
- Safety
- Forms

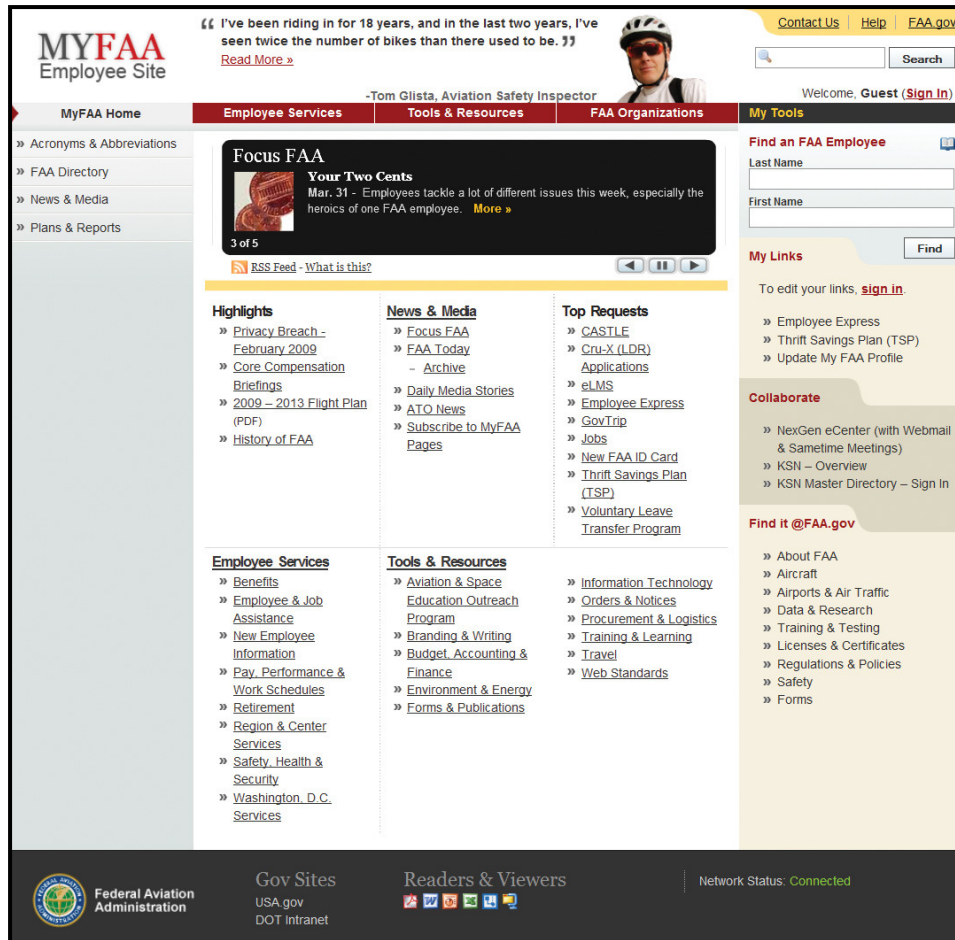
Federal Aviation Administration

Gov Sites: [USA.gov](#), [DOT Intranet](#)

Readers & Viewers: [PDF](#), [Word](#), [Excel](#), [PowerPoint](#), [Flash](#), [HTML](#)

Updated: 1:21 pm ET March 24, 2008
Network Status: [Connected](#)

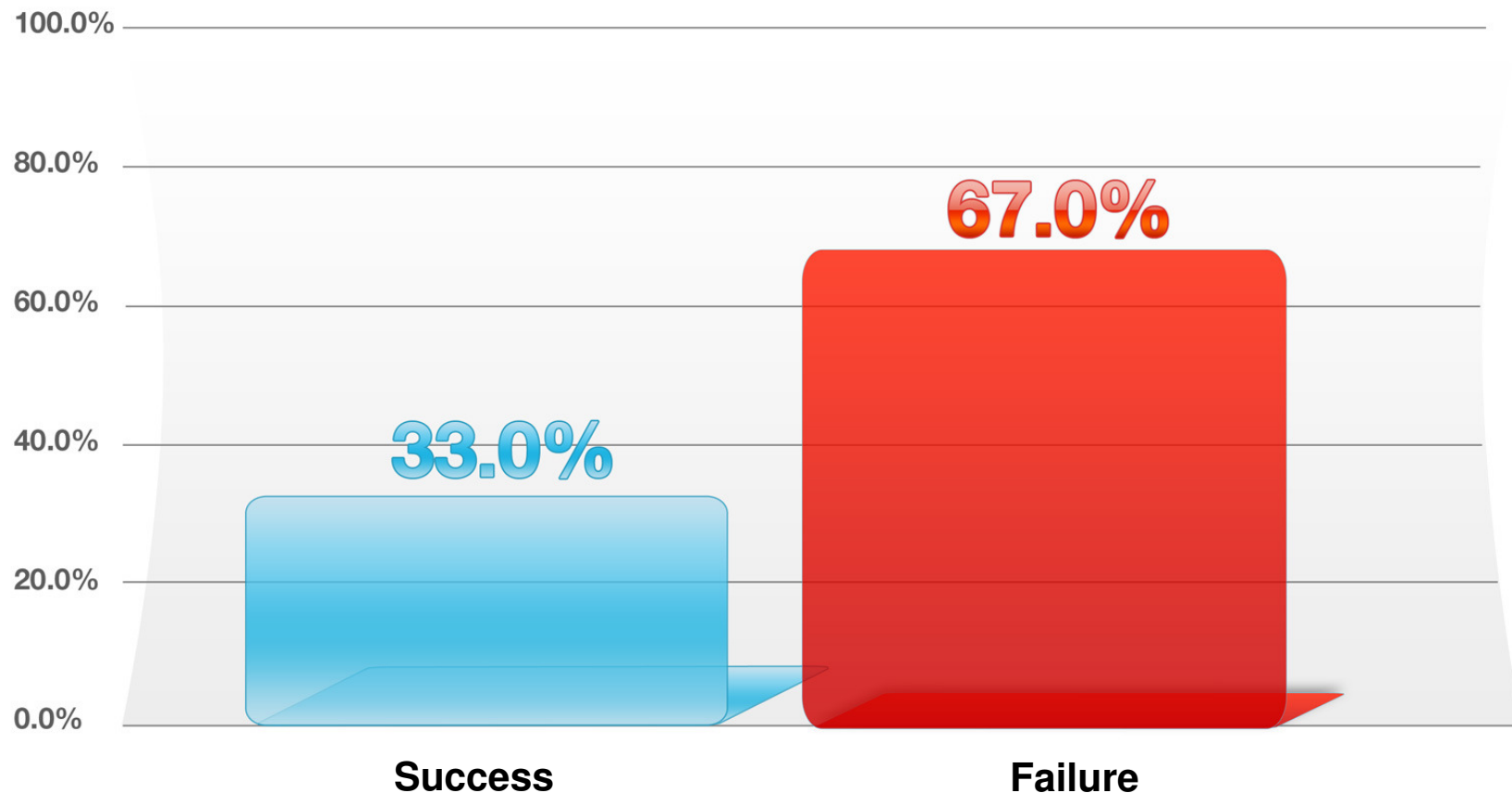
Employees.FAA.gov Website



- 2.8 million visits each month
- Serves 48,000 FAA employees daily

High-Level Results from FAA HR Intranet User Testing

- Inefficiency of site navigation caused majority of test participants to fail.*



Key Task: Add Spouse to Health Insurance

- Insurance information was difficult to locate.
- Content was rated as unclear by users.
- Nearly all said they would call HR, or else look further on the page if they had any questions.

MyFAA Home » FAA Organizations » Staff Offices » Human Resource Management (AHR) » Benefits » Life Links »

Health Insurance

Changing Federal Employees Health Benefits (FEHB) coverage and adding covered family members

Updated: 3:29 pm ET April 9, 2008

If you have a self only enrollment, you need to complete an [SF-2809 \(PDF\)](#) (10/04) to change to self and family enrollment and submit the form with a copy of the birth certificate to your servicing Human Resource Management Division (HRMD). If you already have a self and family enrollment, you do not need to complete a new form; in this case, contact your health benefits carrier to let them know about the new family member.

[More information on FEHB](#)

[Search for Health Plans](#)

If you are adopting a child but the adoption has not been finalized, you cannot cover the child under normal procedures. However, if the child is in your care, you may be able to provide coverage under foster child provisions. [More information.](#)

Effective Date: SF-2809 can be submitted up to 31 days prior to the event or within 60 days after the event. Coverage will become effective on the first day of the pay period that begins after your HRMD receives your enrollment and that follows a pay period during any part of which you were in a pay status. If you are changing from self only to self and family coverage because of the birth or adoption of a child, the effective date is the first day of the pay period in which the child becomes a



“Why are they asking about a birth certificate? It does not say marriage certificate!”

“If adopting a child, OK. But it’s not very clear about how to add a spouse.”

“Life Links is a catchy heading, but call it ‘Significant Life Events’ instead.”

Original Information Sources for Changing Health Benefits

MYFAA Employee Site

“ I could tell the pilot was struggling a little bit to get the plane under control. He told me he was getting alarms in the cockpit and he was descending too fast. ”
[Read More »](#)
 Brian Norton, controller at Ft. Myers TRACON, Florida

Contact Us | Help | FAA.gov

Welcome, Guest ([Sign In](#))

MyFAA Home | Employee Services | Tools & Resources | FAA Organizations | My Tools

Human Resource Management (AHR) » Starting From Yes! » About Us » Accountability Board » Benefits

Life Links

- Forms
- Submitting Forms
- Feedback
- Worklife Program

electronic Official Personnel Folder (eOPF)

Employee Relations

Employee Surveys

Employee Exiting Information

Guidance on Emergency Situations

HR Newsletter

HR Radio

HR Reporting System

Human Capital Planning & Measurement

MyFAA Home » FAA Organizations » Staff Offices » Human Resource Management (AHR) » Benefits » Life Links »

Health Insurance

Changing Federal Employees Health Benefits (FEHB) coverage and adding covered family

Updated: 3:29 pm ET April 9, 2008

If you have a self only enrollment, you need to complete an [SF-2809](#) (PDF) for self and family enrollment and submit the form with a copy of the birth certificate to the Human Resource Management Division (HRMD). If you already have a self only enrollment, you do not need to complete a new form; in this case, contact your health benefits manager to let them know about the new family member.

[More information on FEHB](#)

[Search for Health Plans](#)

If you are adopting a child but the adoption has not been finalized, you can enroll under normal procedures. However, if the child is in your care, you may be eligible for coverage under foster child provisions. [More information.](#)

Effective Date: SF-2809 can be submitted up to 31 days prior to the event of the adoption. Coverage will become effective on the first day of the pay period in which the HRMD receives your enrollment and that follows a pay period during any pay status. If you are changing from self only to self and family coverage or adoption of a child, the effective date is the first day of the pay period in which the child is added to your family member.

Self Only

A Self Only enrollment provides benefits only for you as the enrollee. You may enroll for Self Only even though you have a family, but they will not be eligible for FEHB coverage (even upon your death or disability).

Self and Family

A Self and Family enrollment provides benefits for you and your [eligible family members](#). All of your eligible family members are automatically covered, even if you do not submit a Benefits Election Form (SF 2809) or other appropriate request. You cannot provide coverage for anyone who is not an eligible family member.

You may enroll for Self and Family coverage before you have any eligible family member (such as a newborn child or a new spouse). If you are covered by your family enrollment from the date he/she becomes a family member is added to your existing Self and Family enrollment, you do not need to submit a new SF 2809 or other appropriate request, but your carrier may ask you to submit a new family member. You will send the requested information directly to the HRMD. If you want to add a [foster child](#) to your coverage, you must provide eligible information to your employing office.

Family Members Eligible for Coverage

- Employing Office Responsibilities
- General Eligibility for Coverage
- Defense of Marriage Act
- Eligible Family Members Automatically Covered
- Dependency Requirement
- Proof of Recognized Natural Child's Dependency
- When Your Child's Marriage Ends
- Adopted Children
- Stepchildren
- Foster Children
- Requirements
- How to Get a Foster Child Covered
- Sample Statement
- Effective Date
- When Coverage Ends
- Grandchildren
- When a Child is Not Considered a Foster Child
- A Child's Temporary Absences
- Parent-Child Relationship
- Relatives Who are Not Family Members

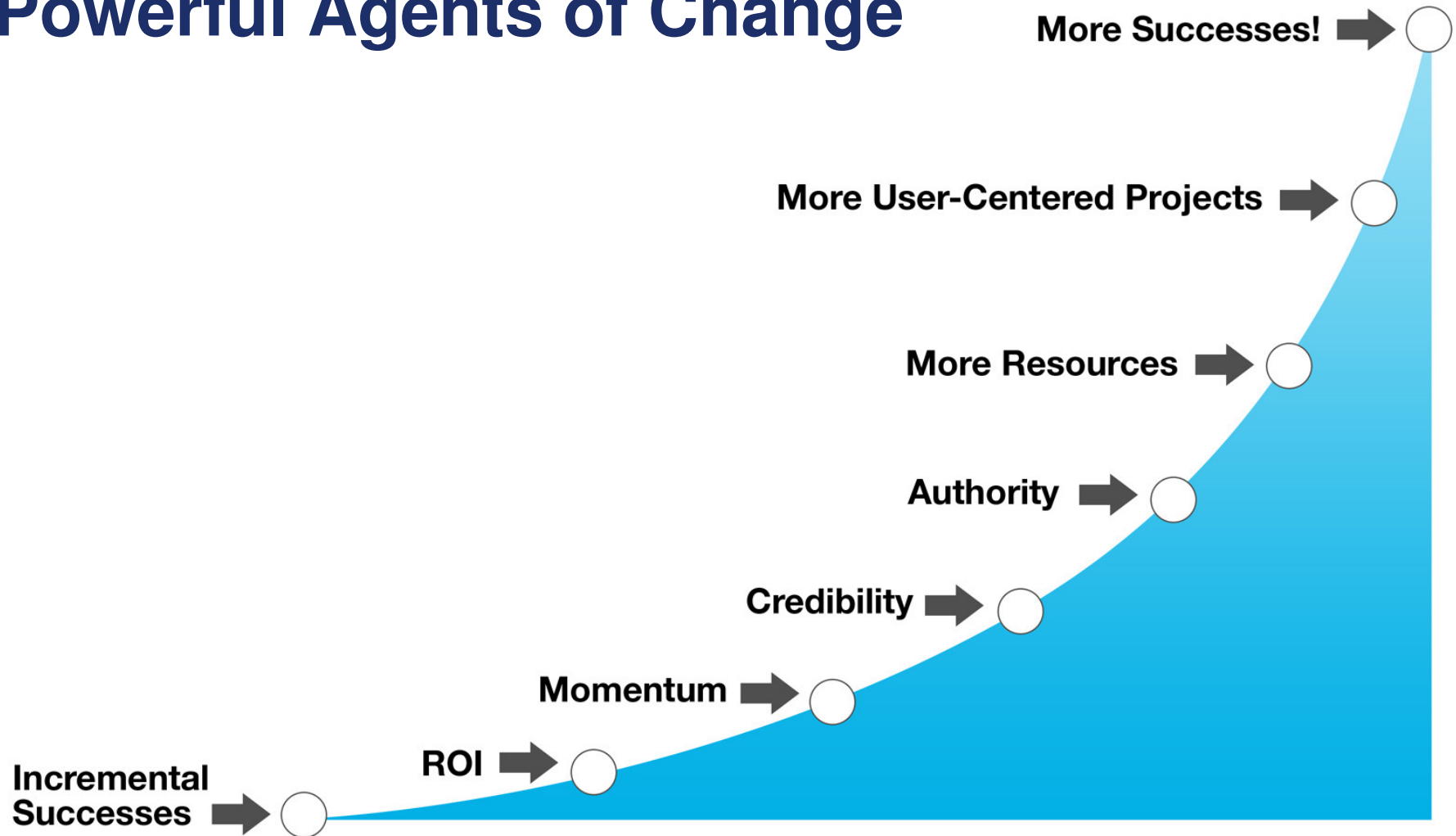
Data & Research
 Training & Testing
 Licenses & Certificates
 Regulations & Policies
 Safety
 Forms

Proposed Redesign



Usability and ROI: Powerful Agents of Change

Usability and ROI: Powerful Agents of Change



Usability and ROI Resources

- **Usability Principles and Techniques**
 - <http://www.usa.gov/webcontent/usability/techniques.shtml>
- **Research-Based Web Design & Usability Guidelines**
 - <http://usability.gov/pdfs/guidelines.html>
- **How can I show that usability engineering saves money?**
 - <http://usability.gov/basics/usasaves.html>
- **HFI's ROI Calculators**
 - <http://www.humanfactors.com/downloads/roi.asp>

Questions and Discussion